FIFTH AUDIT
OF
MARQUEE VALUES

FEBRUARY, 1941

AUDIENCE RESEARCH INSTITUTE
PRINCETON

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SUMMARY

The position of Ginger Rogers in this audit is a reflection of her success in Kitty Foyle. It is gratifying to see that her downward trend, which was giving us cause for alarm all through 1940, has not only been arrested but reversed.

An even more spectacular increase in marquee value is registered by Katharine Hepburn, who rises from fifty-fourth to sixteenth in rank order. Miss Hepburn had not been seen in a picture for twenty months and our audit was made while Philadelphia Story was at its zenith. It is not to be expected that she will retain this new marquee value without making more pictures in the near future.

One of the most gratifying discoveries we have made is that Kay Kyser has now risen to the point where his power to sell tickets is at last equal to that of Jack Benny.

Melvyn Douglas and Rosalind Russell continue to rise, which is perhaps symptomatic of a continued popular demand for the brand of comedy they typify.

Humphrey Bogart is another player who has shown consistent gains in every audit.

It is interesting to notice how a picture which does not perform any miracles at the box office, can do wonders for the players appearing in it. Back Street is a notable case in point, elevating Charles Boyer thirteen points and Margaret Sullavan eighteen points. Their roles in this picture were highly sympathetic.

Sometimes a picture will boost the marquee value of one player while depressing the marquee value of another. For example, Olivia De Havilland has gone up eight points following her performance in Santa Fe Trail, while Errol Flynn has gone down nine points. Evidently the picture was above par for De Havilland, below par for Flynn.

It is disappointing to see that neither Pat O'Brien nor Ann Sheridan have been able to maintain the spectacular speed at which they were progressing last year.

Once again our audit illustrates the fact that absence from the screen is the most common cause of decline in marquee value.

It is interesting to observe that some of the players who are well-known landmarks in the Hollywood scene have an almost negligible power to sell tickets at the box-office. For example, does Hollywood realize Miss Dietrich's box-office limitations? Does Mr. Korda realize that Mrs. Korda does not rank among the first hundred? Is it generally known that John Wayne does not rank among the first hundred?

There is a common tendency to over-estimate the marquee value of promising newcomers who have had a success in one or two pictures. For example, James Craig did a grand job in KITTY FOYLE, but his power to sell tickets is still only just above zero. Laraine Day, George Murphy, Anna Neagle, Maureen O'Hara, Martha Scott and Lucille Ball are other promising players who still have a long way to go before their names can make any appreciable direct contribution to cash receipts.

Among the newcomers who have already got their foot firmly on the *second* rung of the ladder are Joan Fontaine, Greer Garson, Betty Grable, Ida Lupino, Jeffrey Lynn, George Sanders, and Lana Turner; already they are in the same general class as Brian Aherne, Randolph Scott and Ray Milland.

But even here one must be on guard against wishful thinking. The difficulty of obtaining big marquee names leads one into the temptation of regarding promising newcomers as marquee names long before they attain that status with the theatre-going public.

Joan Blondell and Dick Powell show an eight point decline and a seven point decline respectively, while Nelson Eddy and Jeanette MacDonald both lose nine points. Mr. and Mrs. Laurence Olivier gain eight and three points respectively, apparently on the strength of their return to England and the favorable publicity attendant upon it.

Some players have a knack of maintaining a constant marquee value regardless of the pictures in which they appear. For example, Edward Arnold, Lew Ayres, Lionel Barrymore, Wallace Beery, Gary Cooper, Jackie Cooper, Carole Lombard, Joel McCrea, Randolph Scott, and Ann Sothern are all remarkably steady at their different levels. All these players have been before the public for a number of years and it would be fairly safe to assume, on the basis of this evidence, that they have reached the limit of their marquee value.

Thomas Mitchell is included for the first time and is found to have an exceptionally high marquee value for a personality of this type.

Our audit is conducted by means of a roster, on which there is room for only 114 names. We are constantly on the look-out for new blood, and with this purpose in view every audit is supplemented by asking a representative cross-section of theatre-goers a *spontaneous mention* question about the players they like. On this occasion we found evidence that Cesar Romero deserves inclusion in the next audit.

February, 1941.

FIFTH AUDIT OF MARQUEE VALUES

February, 1941

A representative cross-section of all theatre-goers are given a card bearing the names of the players. Our interviewers then say: "I'd like you to look at every name and to imagine that it is on the front of a theatre. Which names would make you want to buy a ticket?"*

The replies for all U. S. theatre-goers are recorded below. They have been translated into an index, the average vote of the first twenty players being assigned the value of 100.

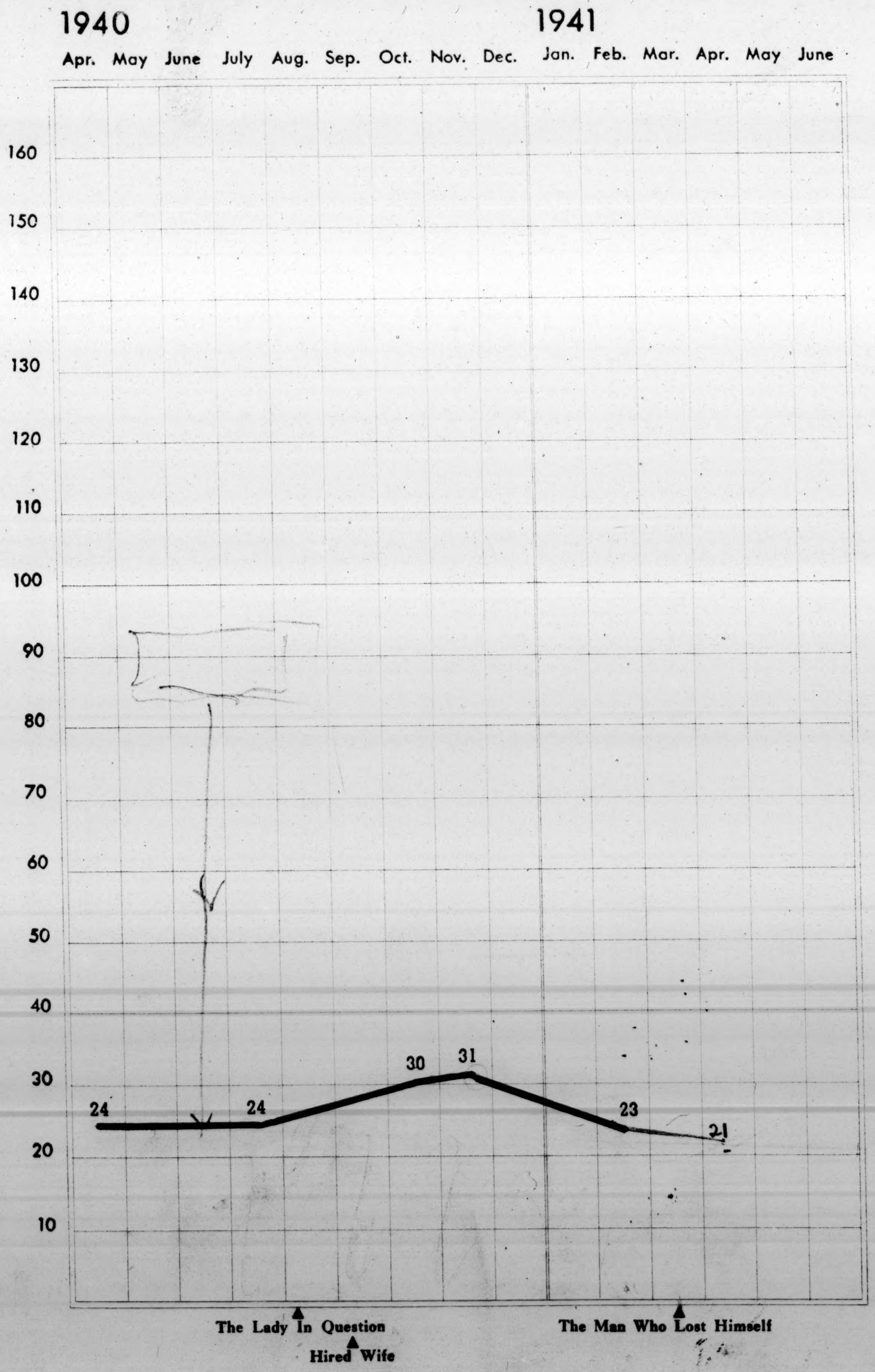
		Index of Marquee Value
1	Tracy, Spencer	158
2	Davis, Bette	142
3	Gable, Clark	131
4	Rooney, Mickey	129
5	Stewart, James	124
6	Cooper, Gary	104
7	Rogers, Ginger	102
8	Flynn, Errol	99
9	Grant, Cary	96
10	Loy, Myrna	95
	Durbin, Deanna	95
12	Garland, Judy	88
13	Muni, Paul	87
14	Crosby, Bing	81
	Boyer, Charles	81
16	Cagney, James	80
	Hepburn, Katharine	80
18	Beery, Wallace	79
19	Colman, Ronald	75
20	Power, Tyrone	73
	Russell, Rosalind	73
22	O'Brien, Pat	72
23	Colbert, Claudette	71
	Leigh, Vivien	71
	Barrymore, Lionel	71
	Shearer, Norma	71
27	Powell, William	70
28	MacDonald, Jeanette	69
29	Faye, Alice	67
30	Hope, Bob	66

***Seventeen experimental audits were conducted over a period of four years before we arrived at this form of the question. Volumes could be written about the misleading results obtained by the more obvious procedures.**

		Index of Marquee Value	
	Dunne, Irene	66	
	Douglas, Melvyn	66	
33	Robinson, Edward G.	63	
	Laughton, Charles	63	
35	Sullavan, Margaret	61	
36	Eddy, Nelson	60	
	Sheridan, Ann	60	
	Arthur, Jean	60	
	Taylor, Robert	60	
40	Ameche, Don	59	
	Lombard, Carole	59	
	Lamarr, Hedy	59	
43	Olivier, Laurence	57	
	De Havilland, Olivia	57	
45	March, Fredric	56	
46	Garfield, John	54	
47	Young, Loretta	53	
	Fonda, Henry	53	
49	Bogart, Humphrey	51	
50	Lamour, Dorothy	50	
	Raft, George	50	
52	Kyser, Kay	49	
53	MacMurray, Fred	48	
	Montgomery, Robert	48	
55	Benny, Jack	47	
56	Lane, Priscilla	46	
	Henie, Sonja	46	
	Stanwyck, Barbara	46	
59	Carroll, Madeleine	45	
	~~Chaplin, Charlie~~	~~45~~	52
61	Astaire, Fred	44	
	Brent, George	44	
63	Goddard, Paulette	39	
64	Garbo, Greta	37	
65	Marshall, Herbert	36	
66	Crawford, Joan	35	
	Rathbone, Basil	35	
68	Burns, Bob	34	
	Sothern, Ann	34	
70	Young, Robert	33	
	Grable, Betty	33	
72	Fairbanks, Douglas Jr.	32	
73	Cooper, Jackie	31	
	McLaglen, Victor	31	
75	Blondell, Joan	30	
	Milland, Ray	30	

		Index of Marquee Value
	Tone, Franchot	30
	McCrea, Joel	30
79	Powell, Dick	29
	Mitchell, Thomas	29
81	Powell, Eleanor	28
	Bennett, Joan	28
	Arnold, Edward	28
	Ayres, Lew	28
85	Withers, Jane	27
	Scott, Randolph	27
87	Temple, Shirley	26
88	Fontaine, Joan	25
89	Turner, Lana	24
	Garson, Greer	24
91	Aherne, Brian	23
	Darnell, Linda	23
	Lynn, Jeffrey	23
	Baxter, Warner	23
	Lupino, Ida	23
96	Welles, Orson	22
	Sanders, George	22
98	Jean, Gloria	20
99	Morris Wayne	19
	Oberon, Merle	19
	Morgan, Dennis	19
	Payne, John	19
103	Dietrich, Marlene	18
104	Scott, Martha	17
105	Wayne, John	16
	Murphy, George	16
107	Neagle, Anna	15
	Bruce, Virginia	15
109	O'Hara, Maureen	14
	Day, Laraine	14
	Preston, Robert	14
112	Shirley, Anne	12
113	Ball, Lucille	8
114	Craig, James	3

Princeton, February, 1941.



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AHERNE, Brian (93)

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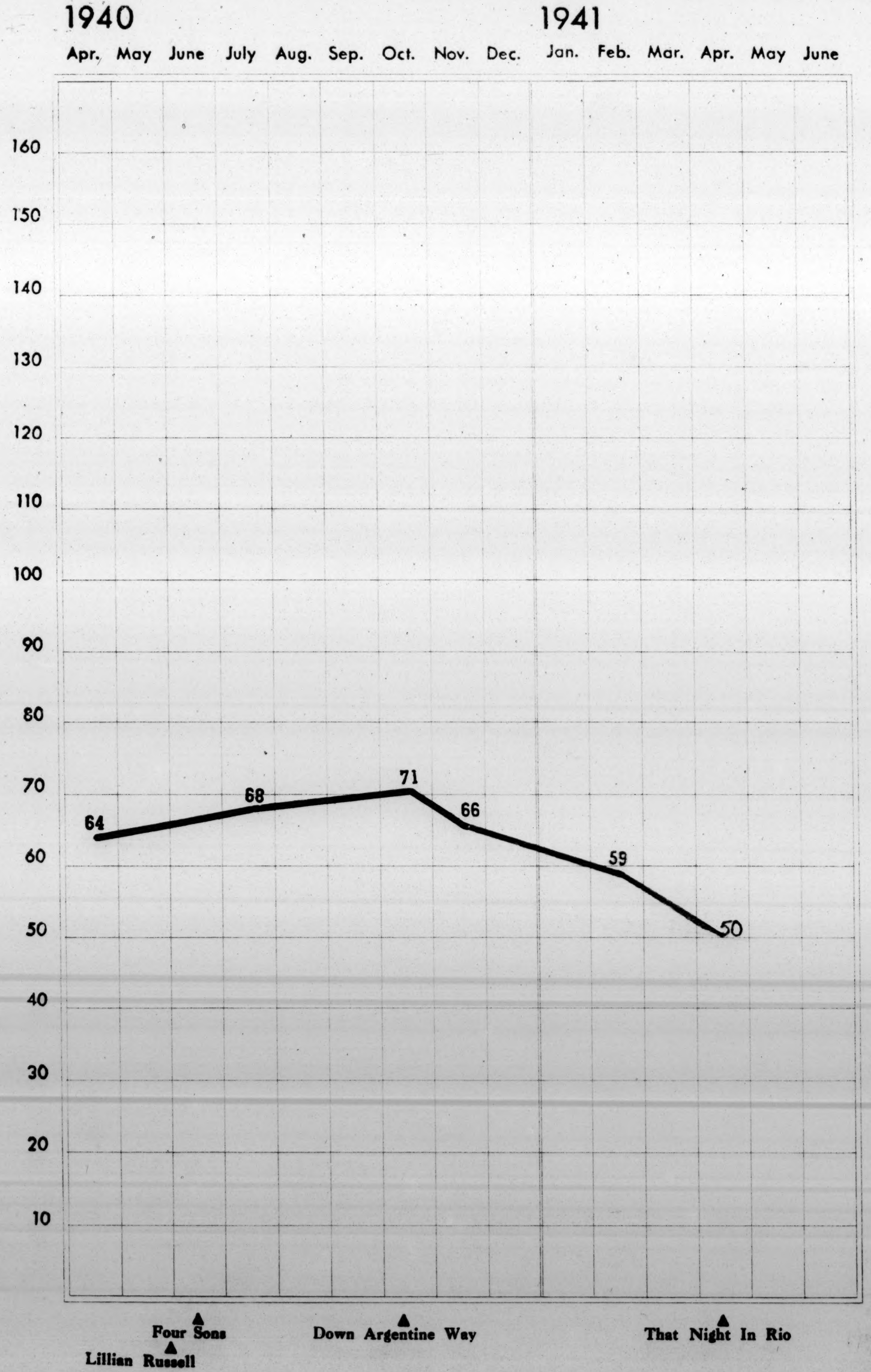

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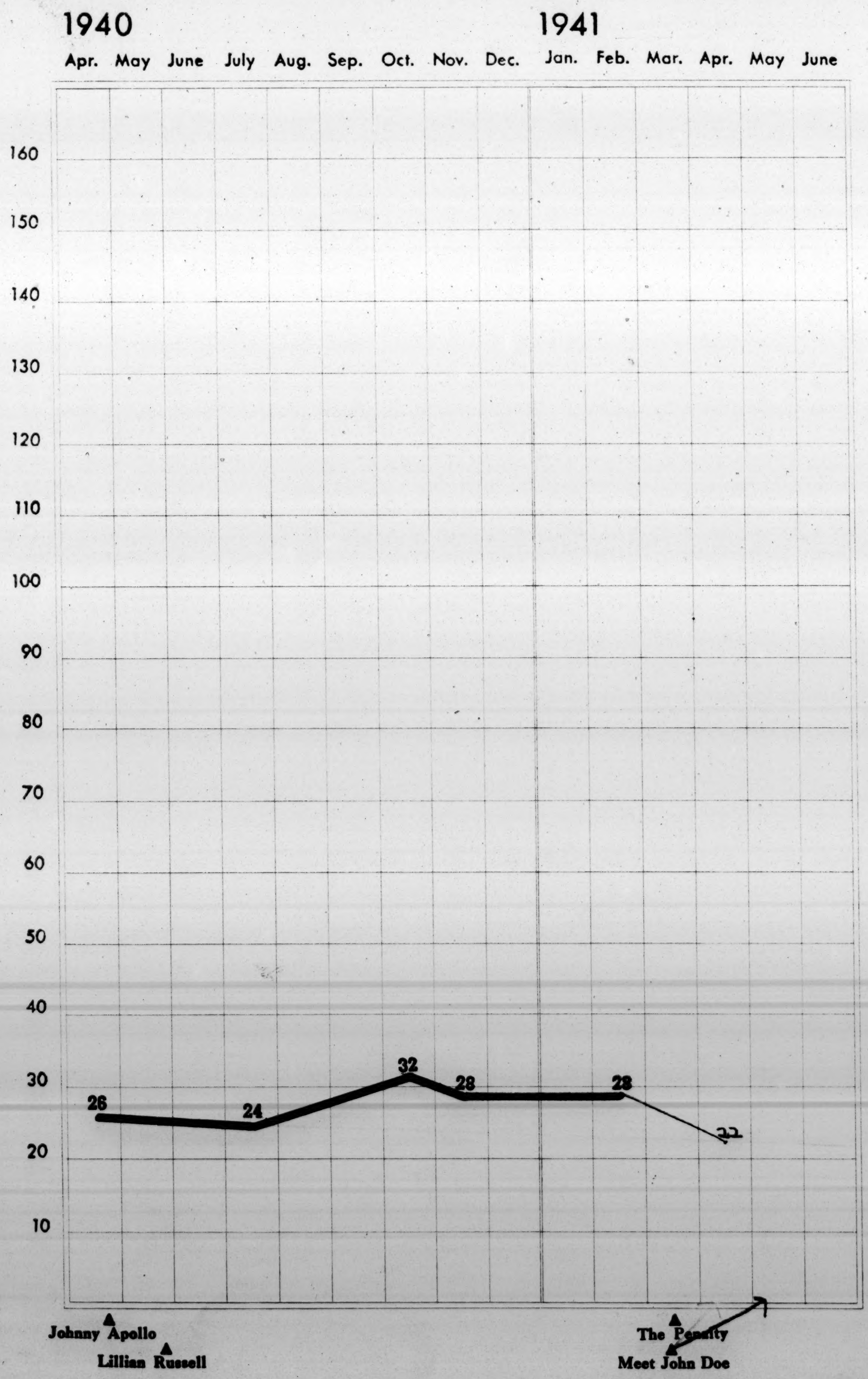
AMECHE, Don

(48)



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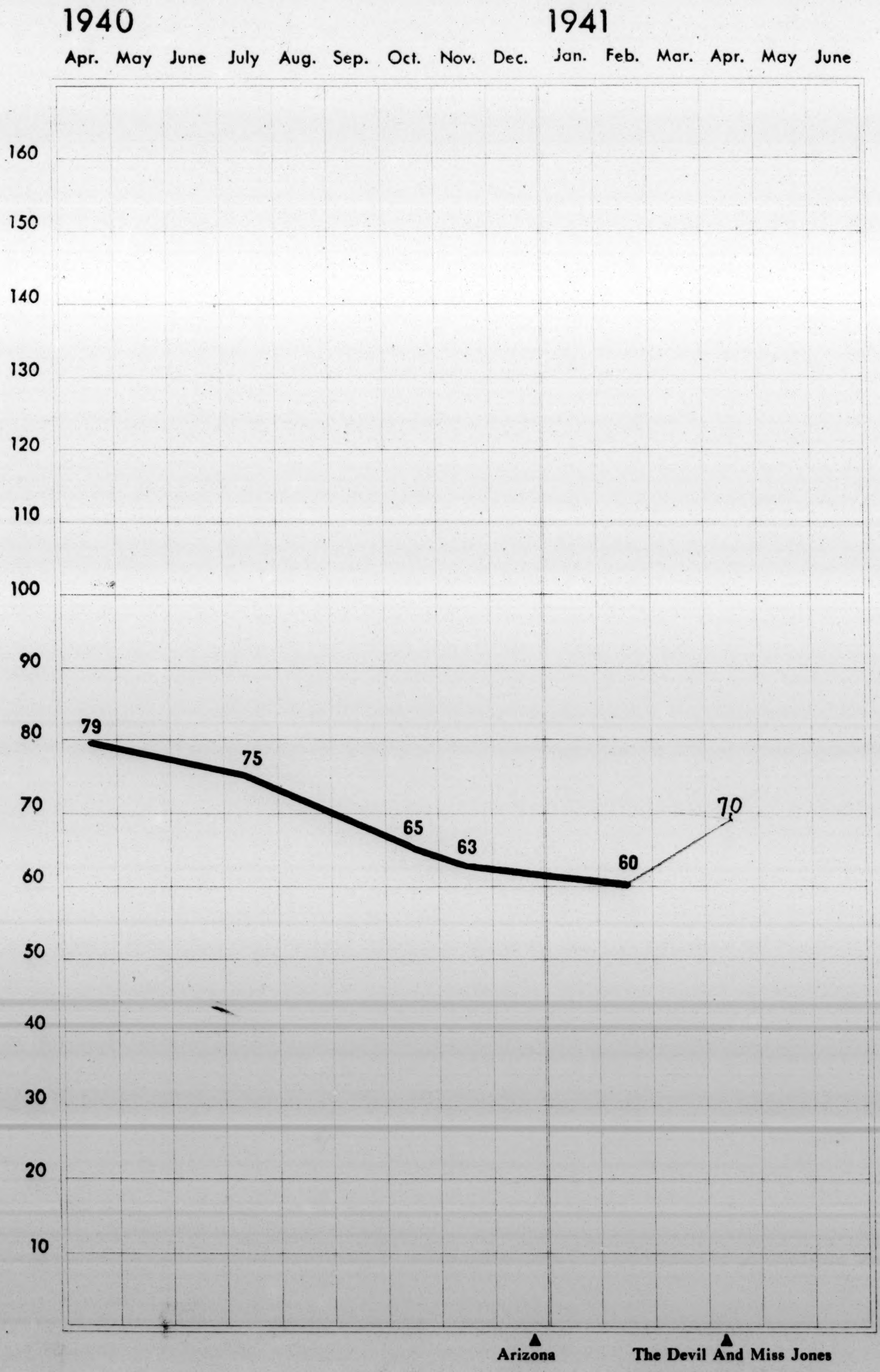

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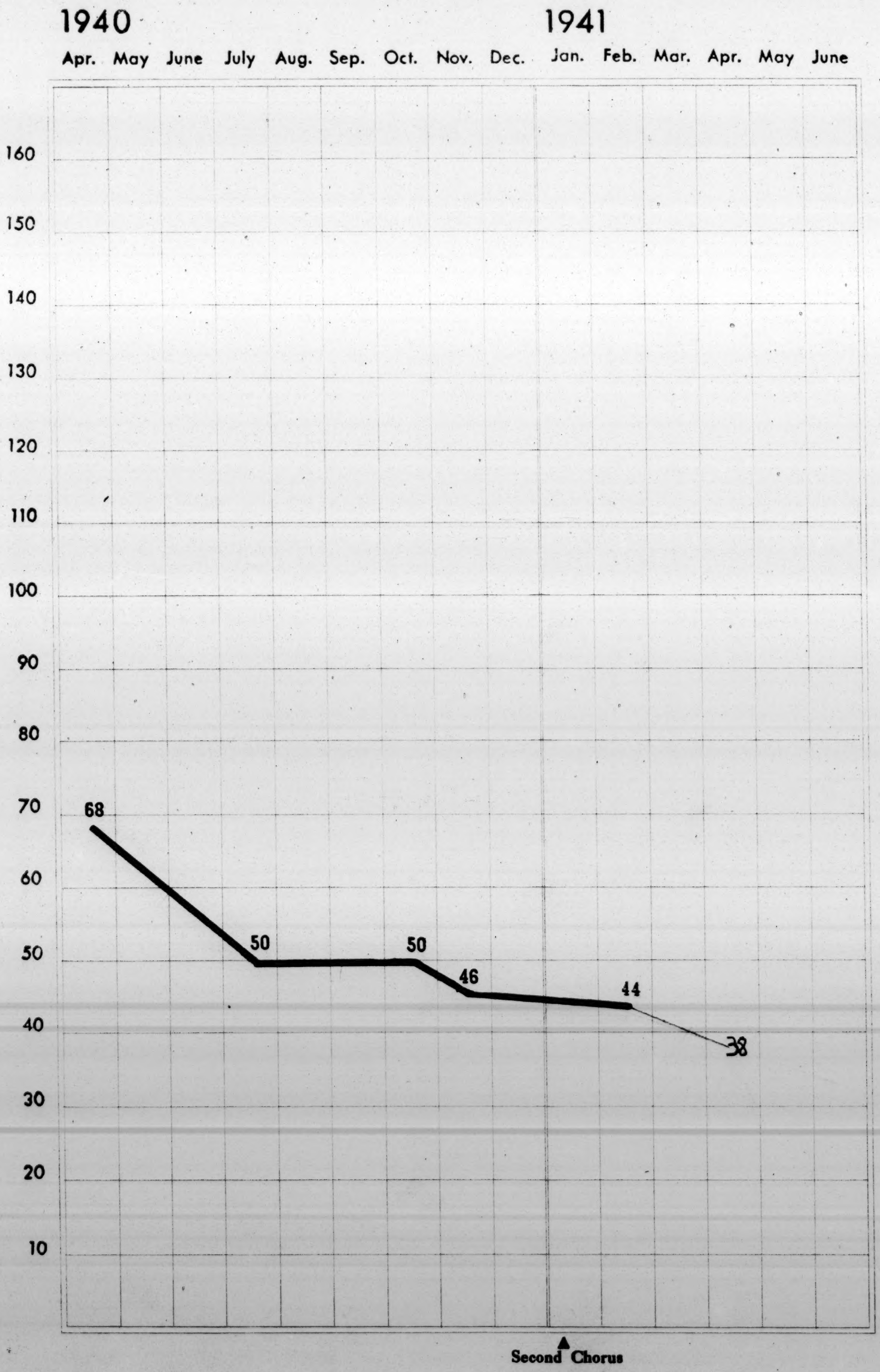

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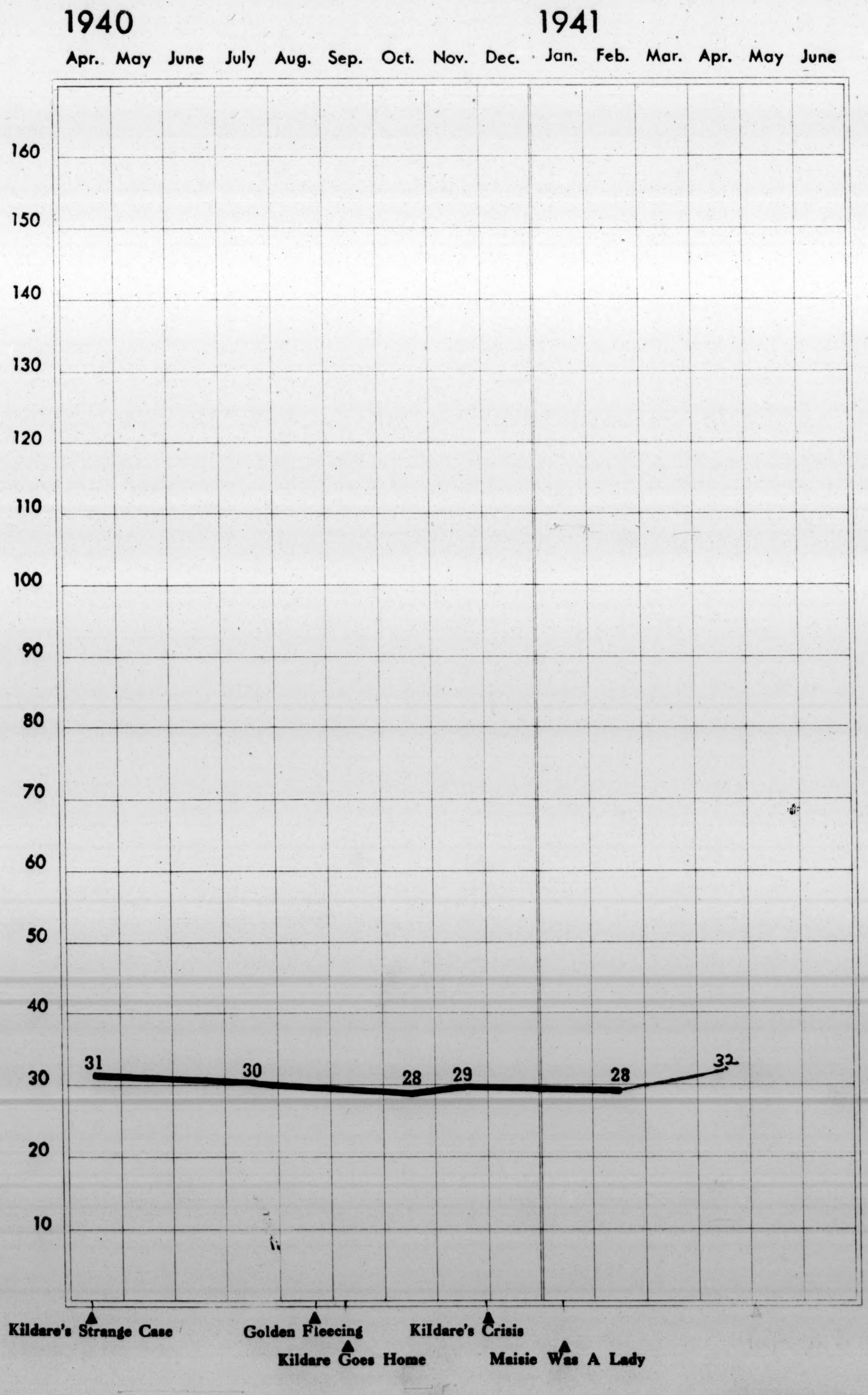
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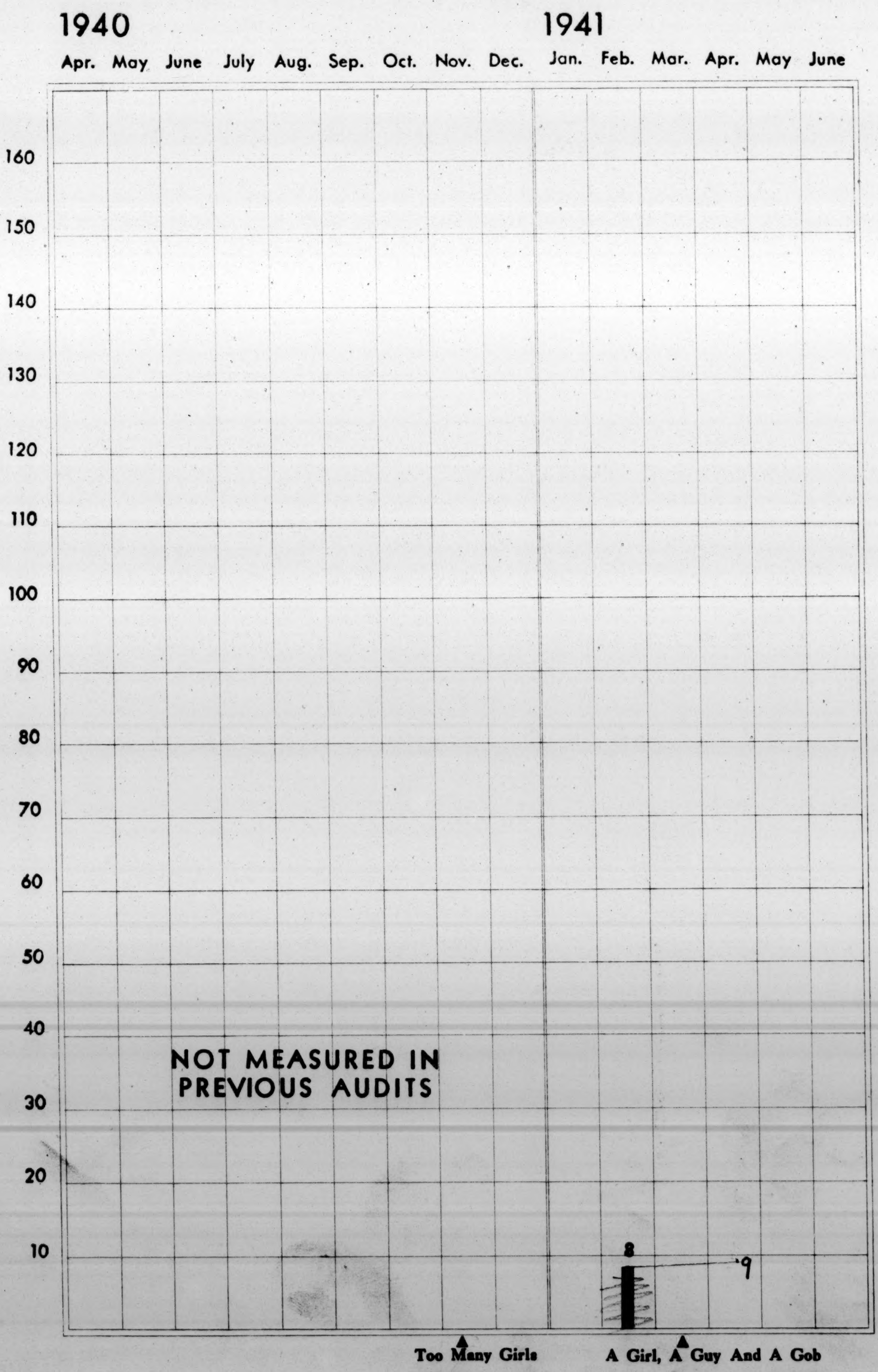
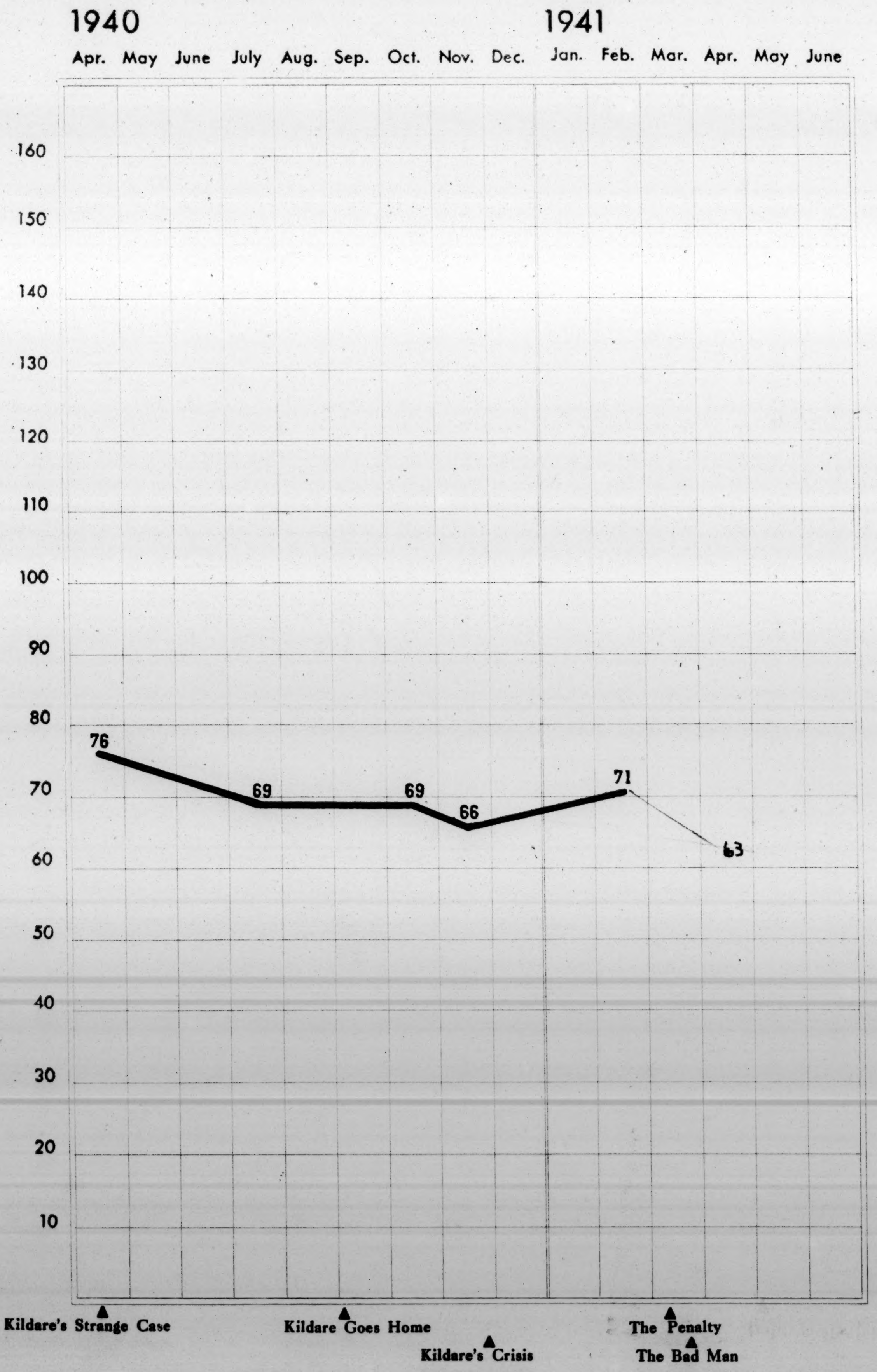
Kildare's Strange Case
Golden Fleecing
Kildare Goes Home
Kildare's Crisis
Maisie Was A Lady

AYRES, Lew (68)



BALL, Lucille (110)



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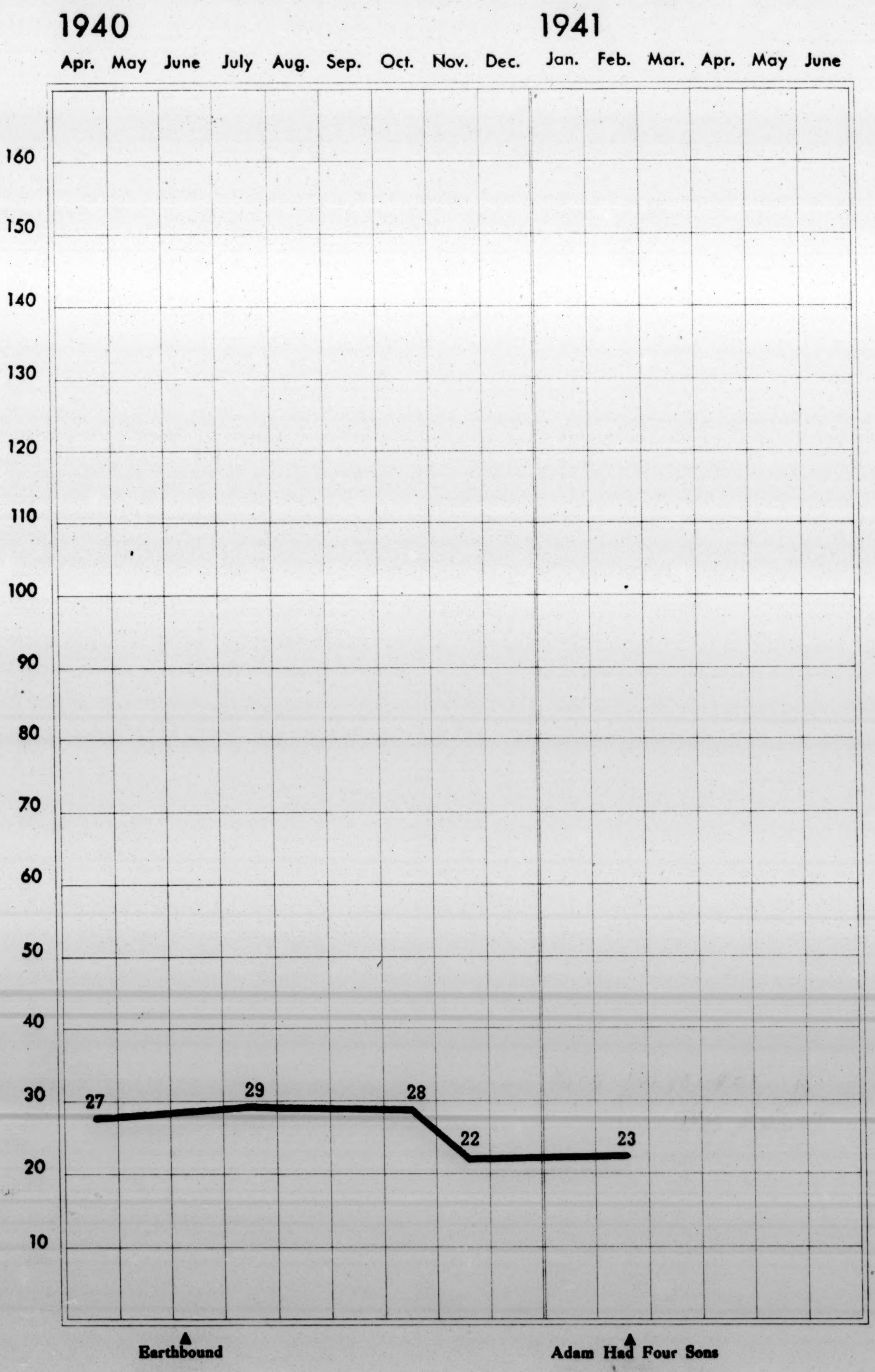
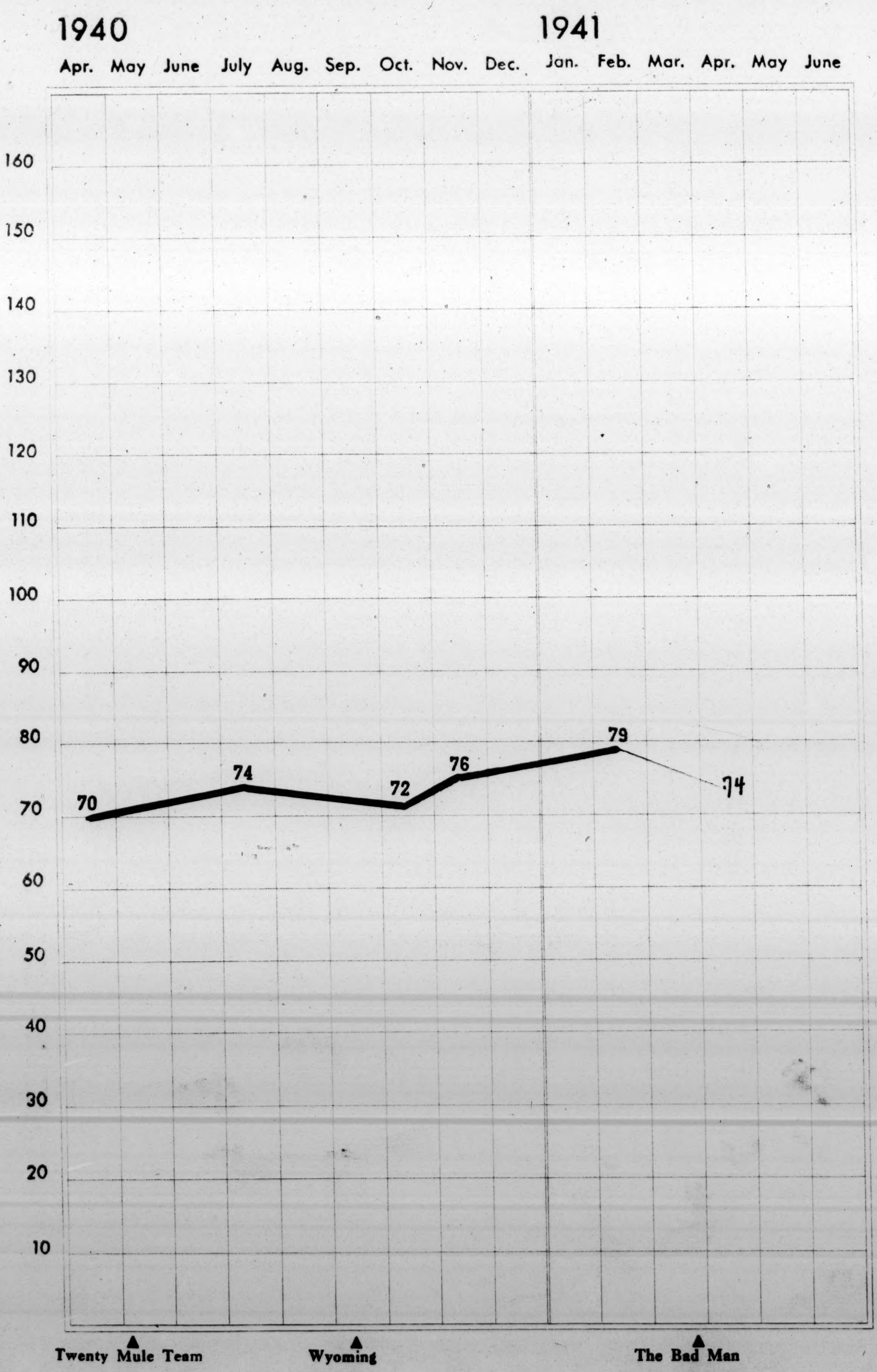
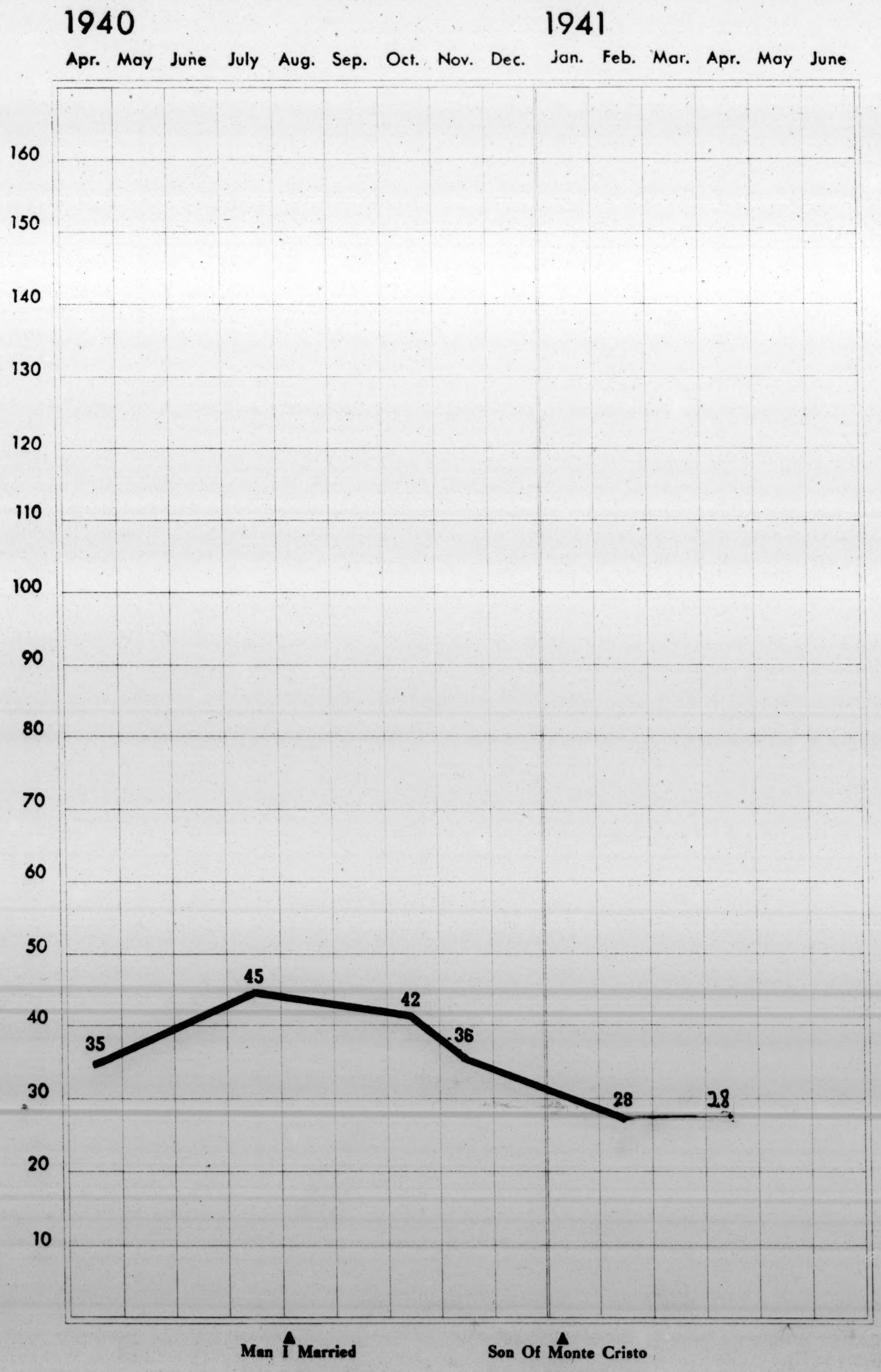


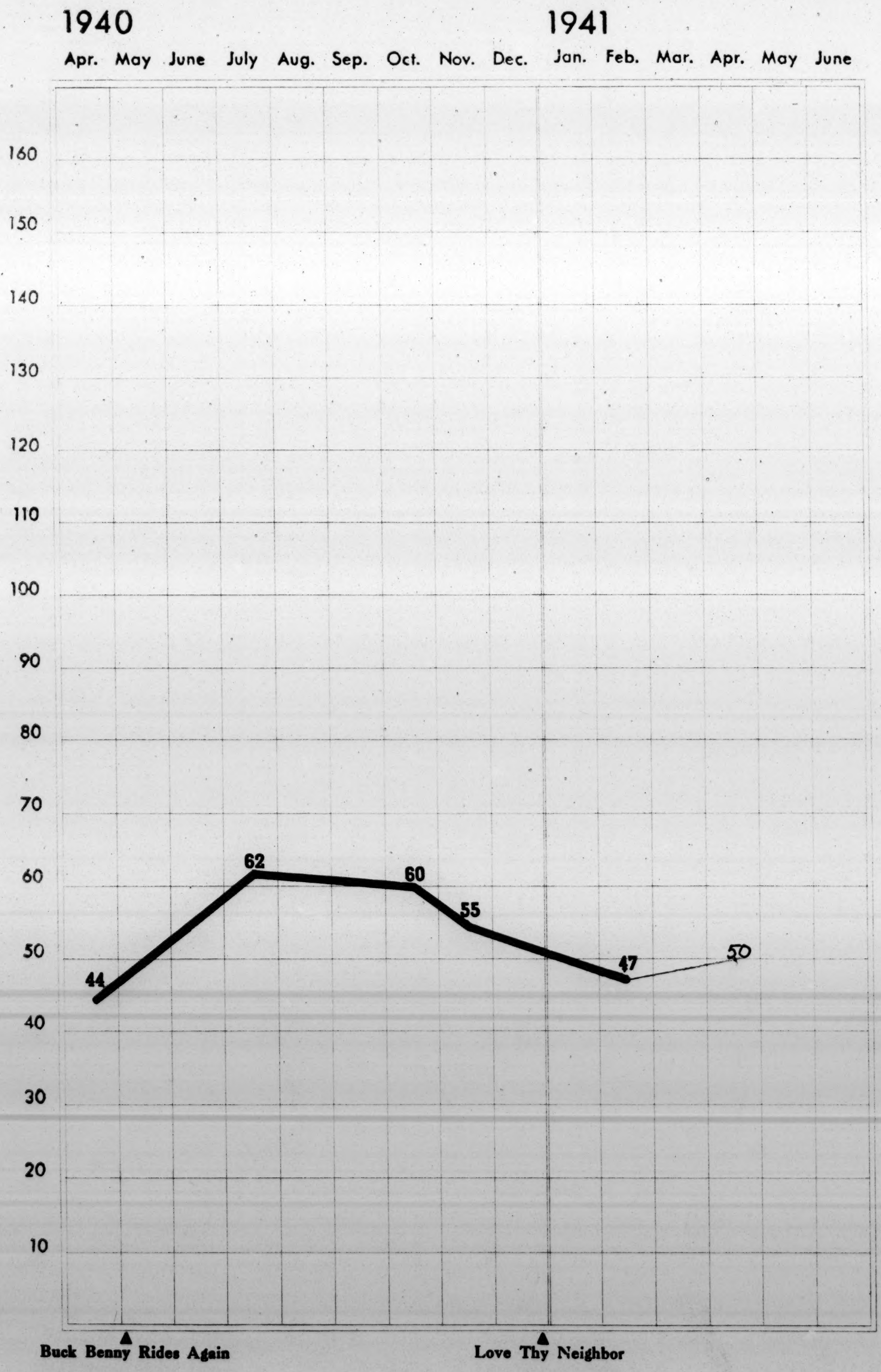
BAXTER, Warner



BEERY, Wallace (16)



BENNETT, Joan (79)



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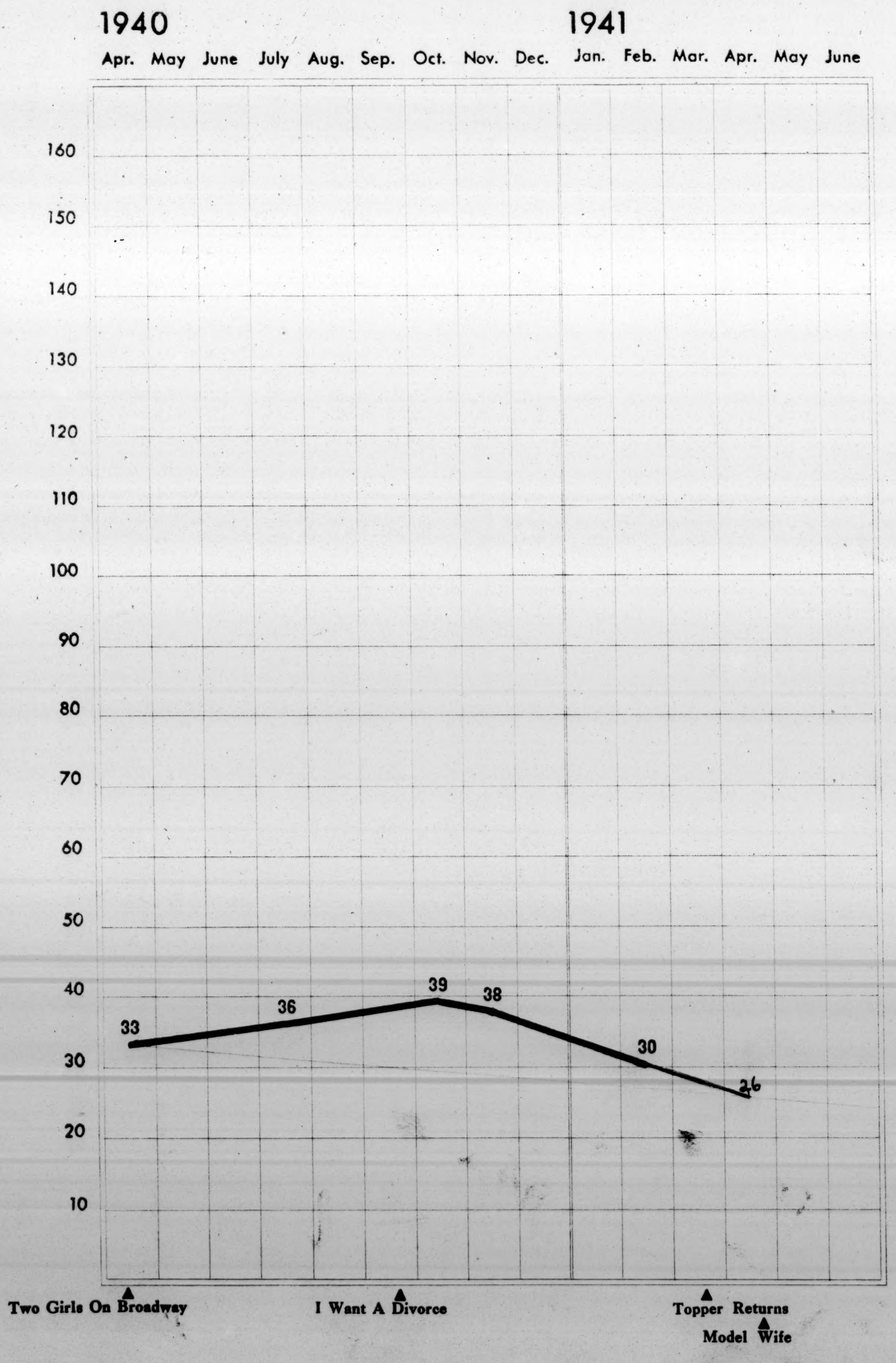

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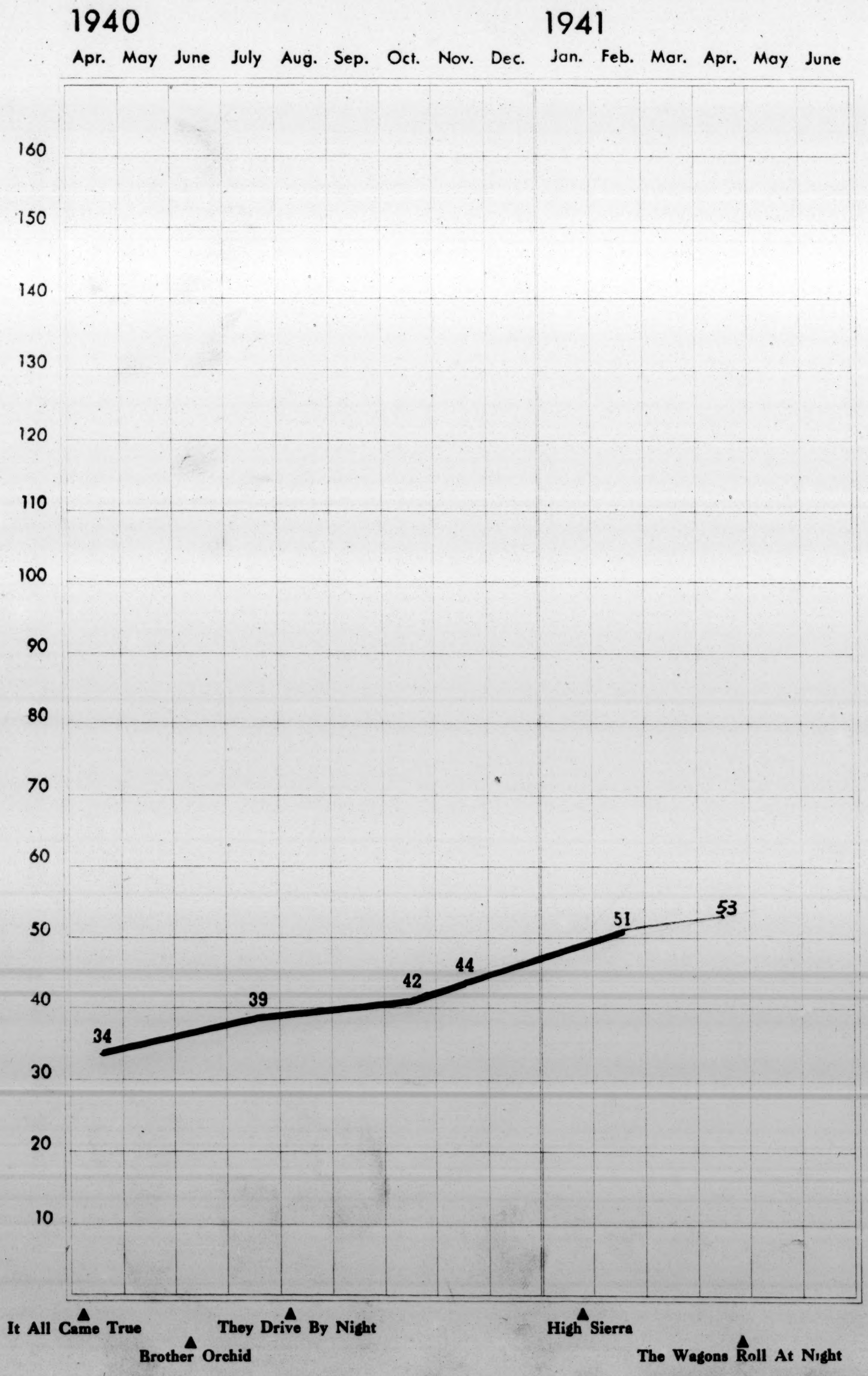
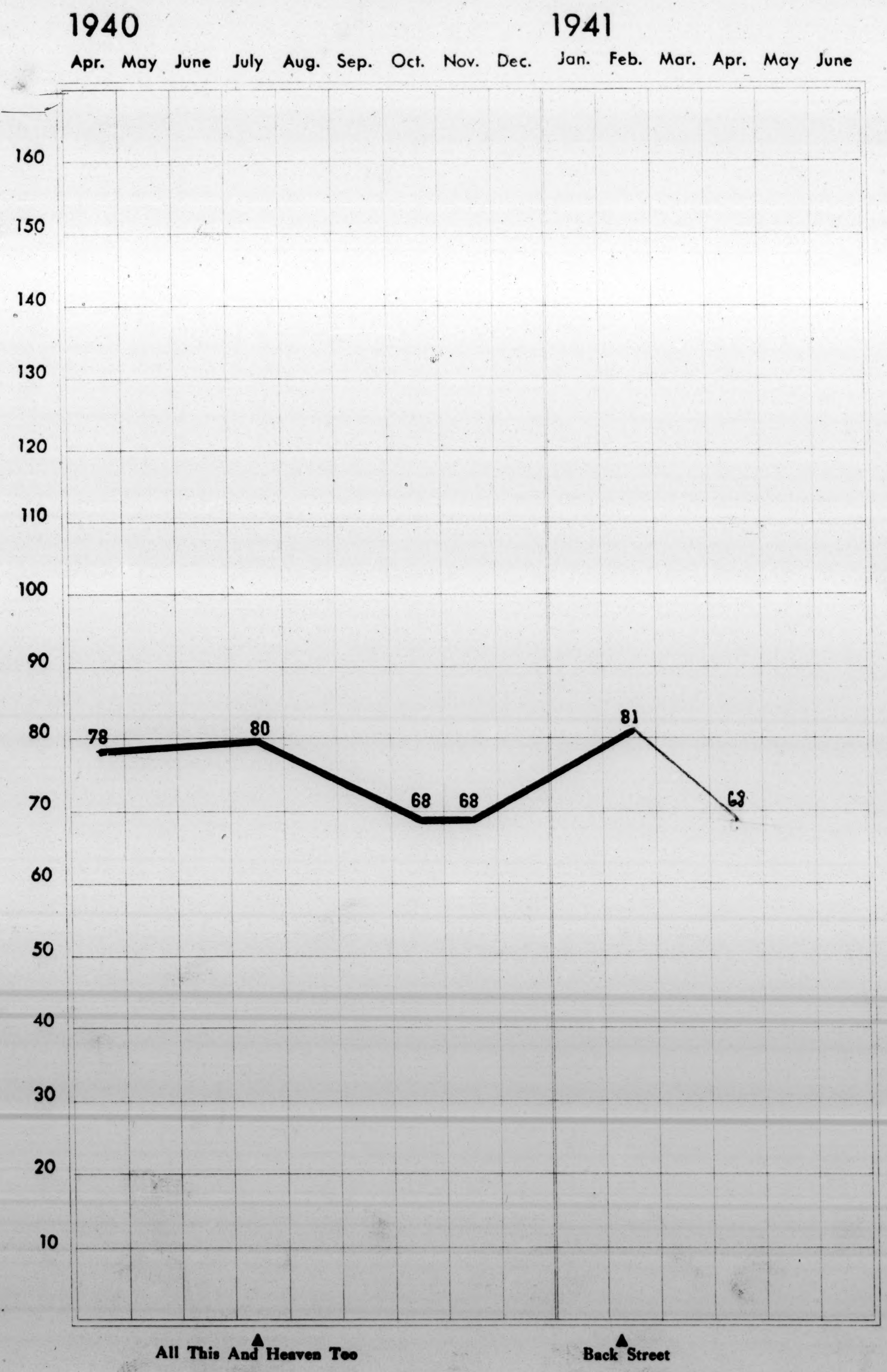
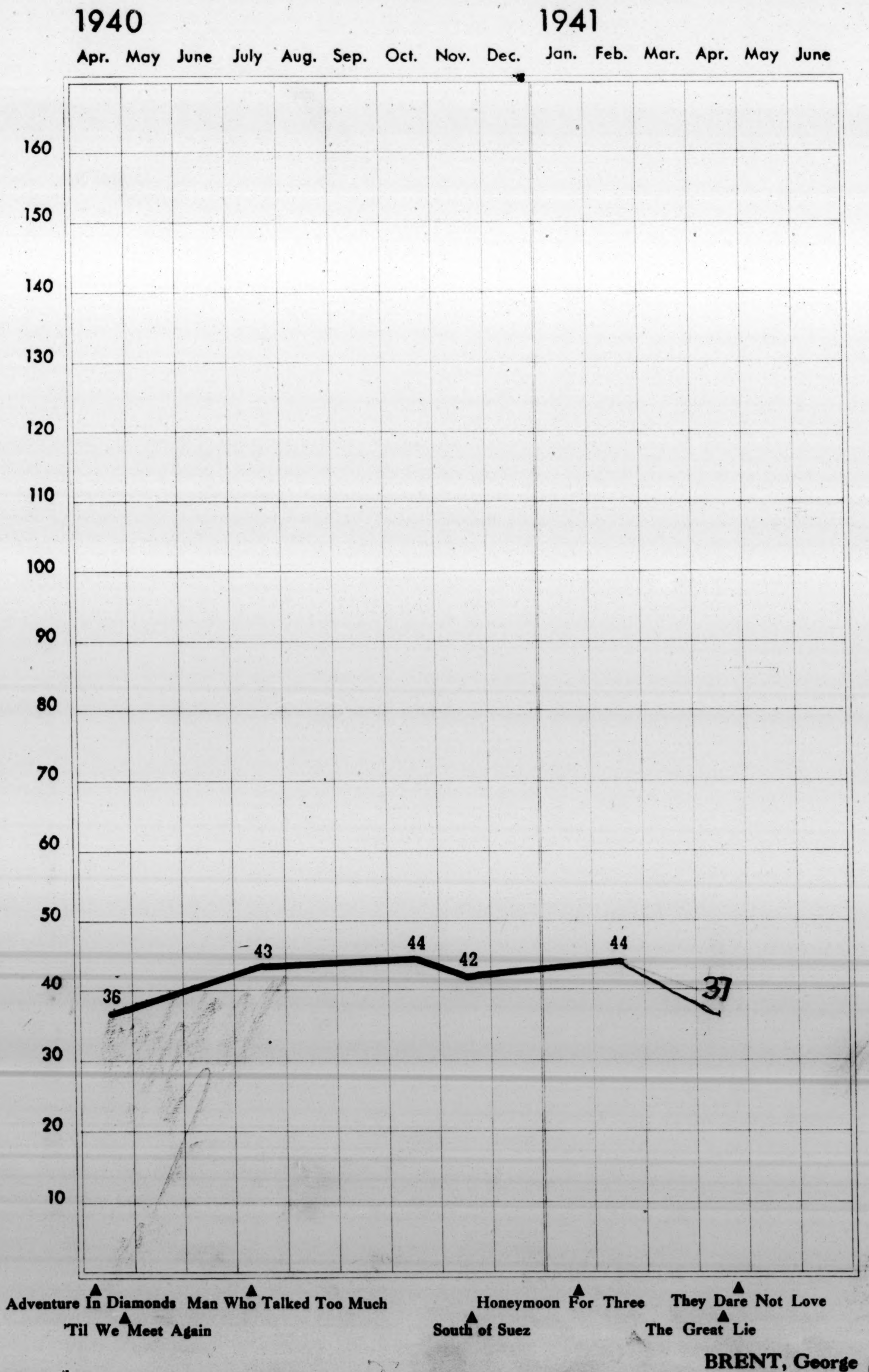


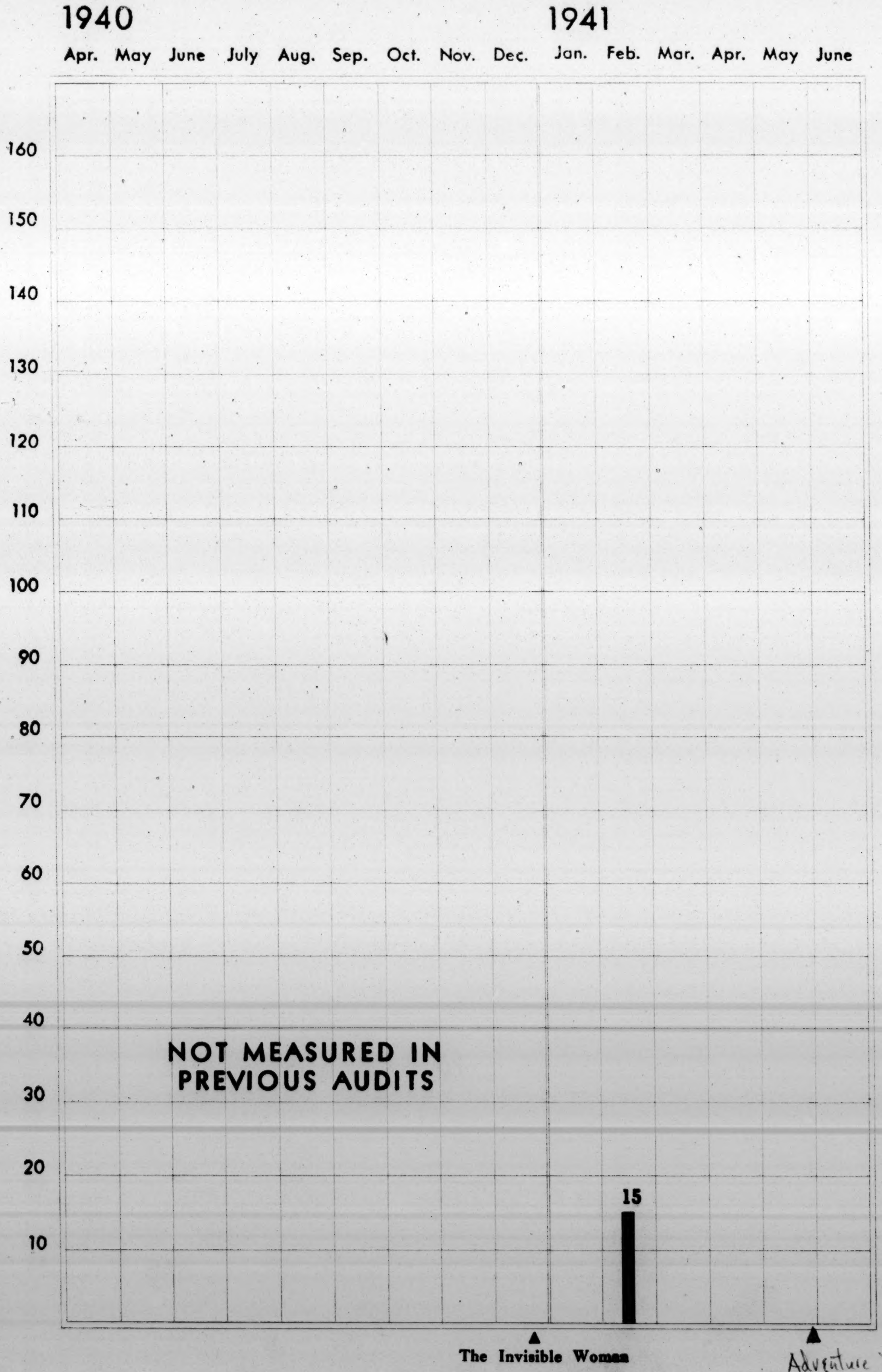
BOGART, Humphrey (45)



BOYER, Charles (25)



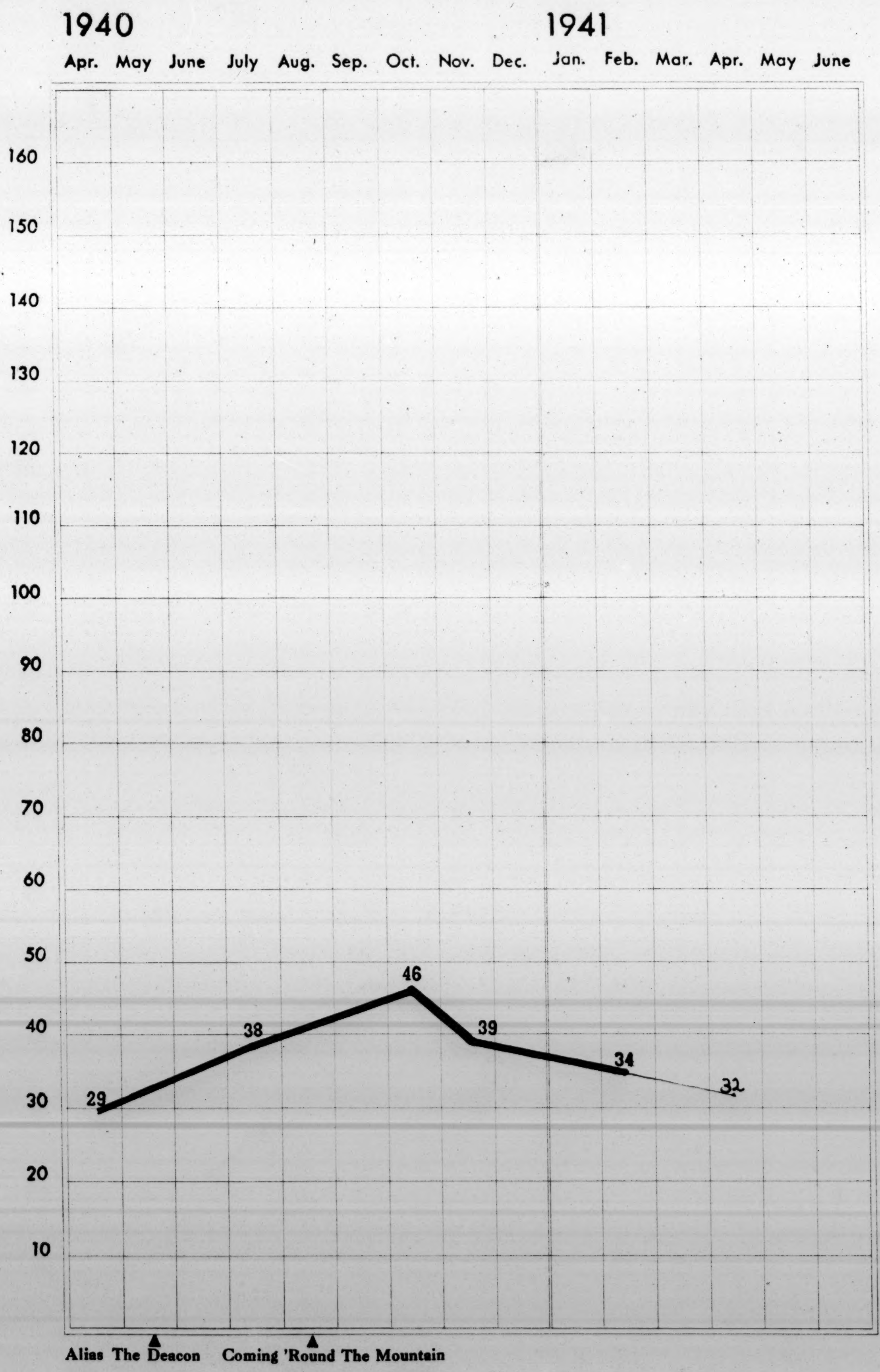
BRENT, George (63)



Adventure in Washington

Out

BRUCE, Virginia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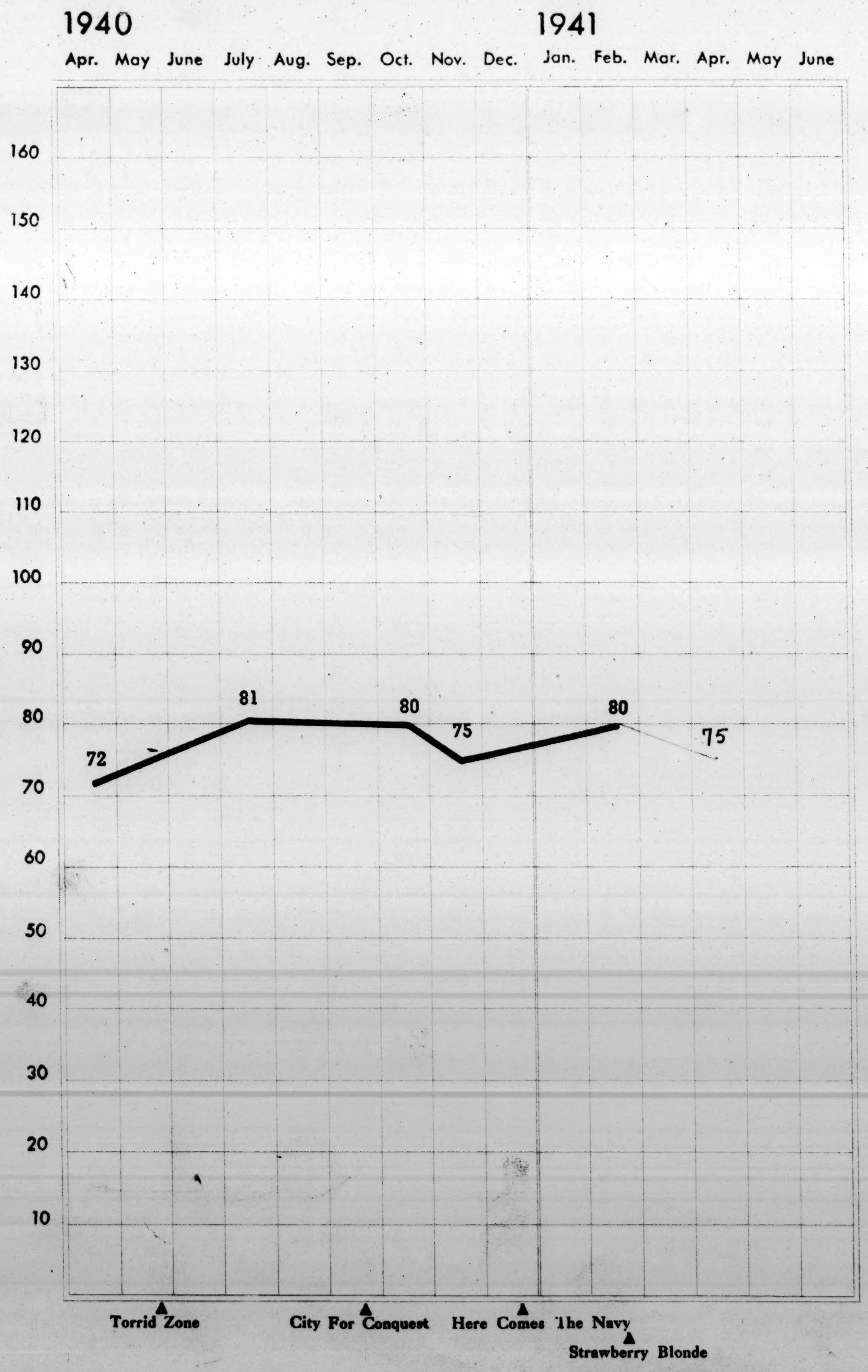
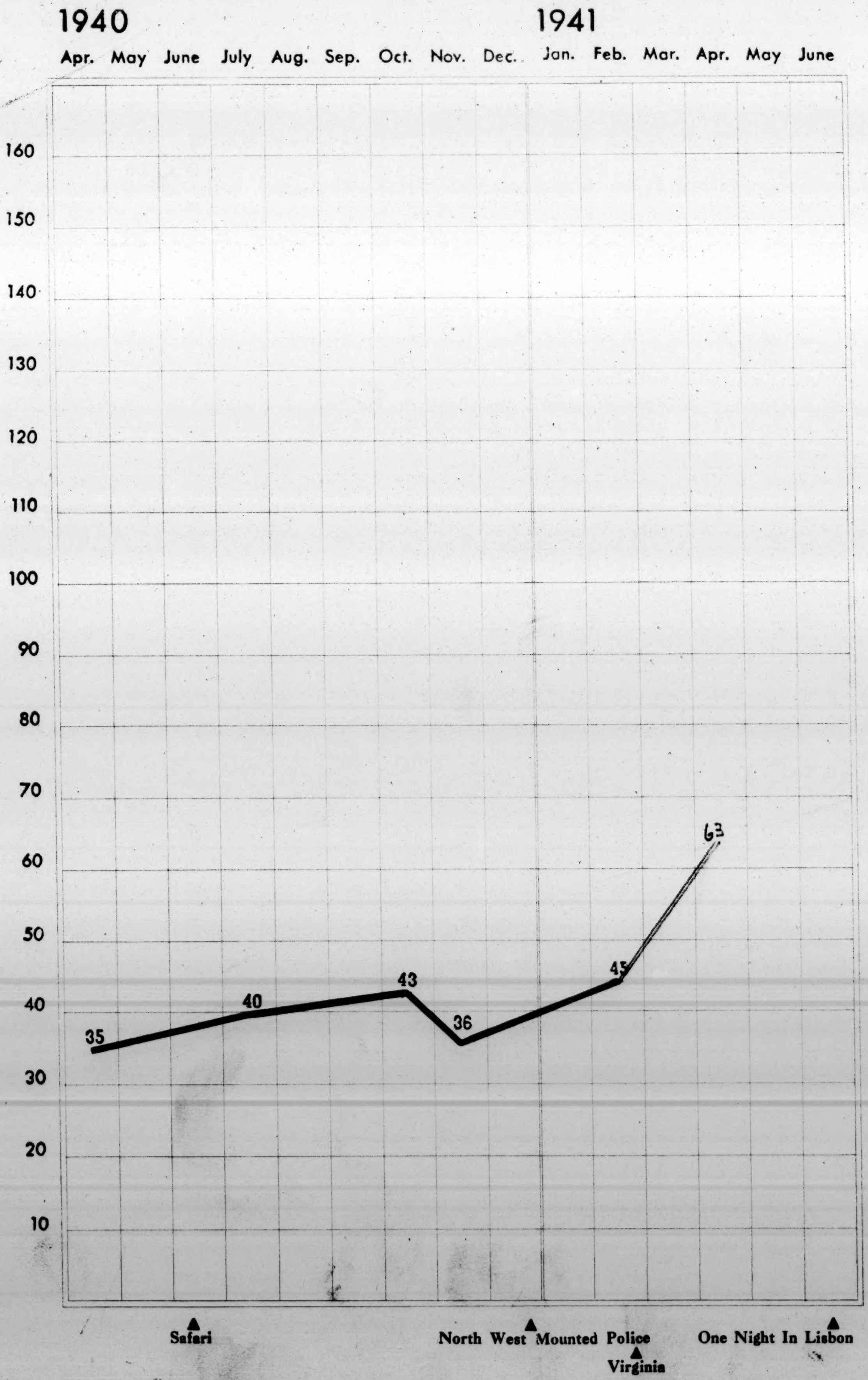
Alias The Deacon
Coming 'Round The Mountain

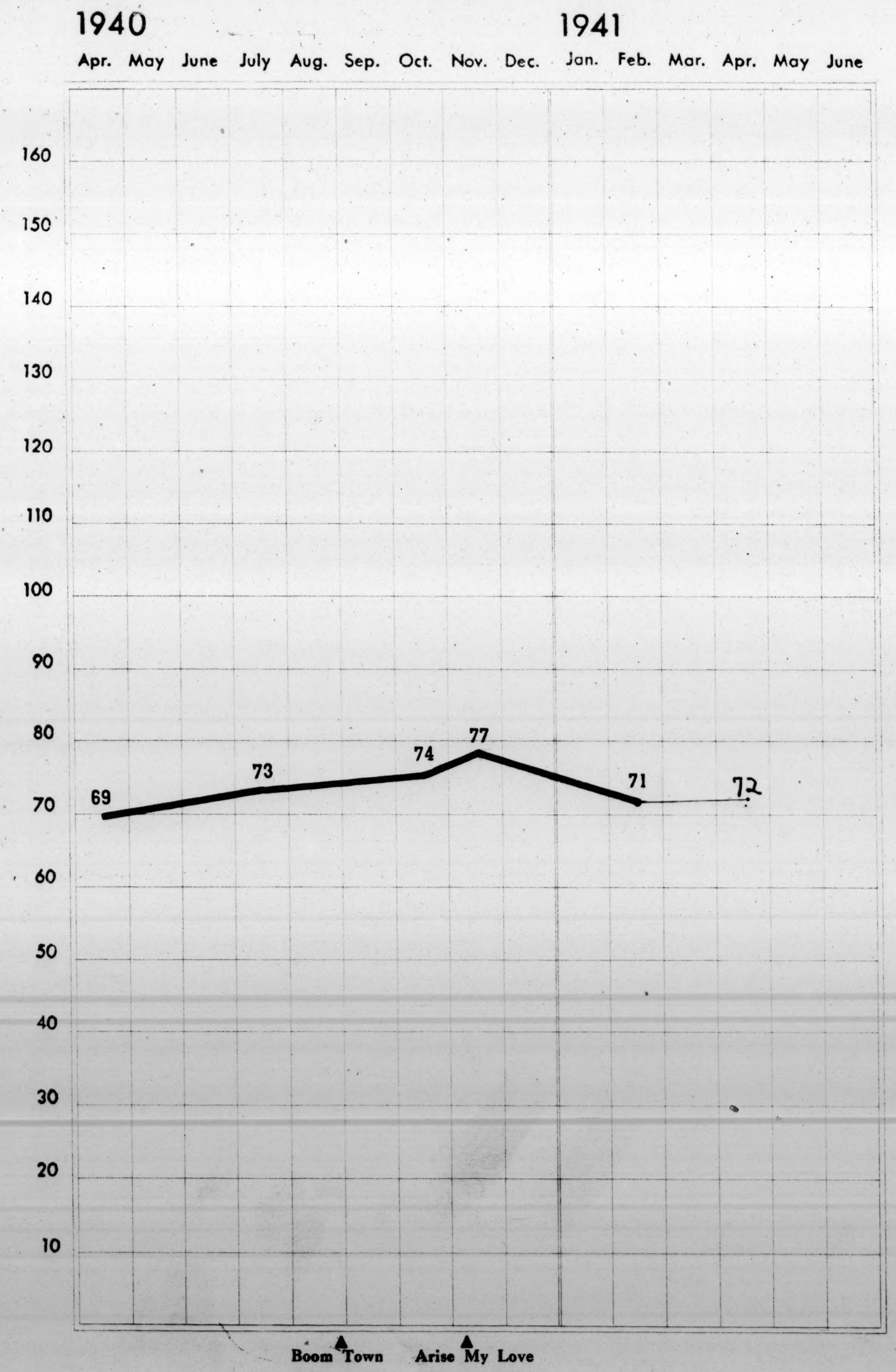
BURNS, Bob (68)



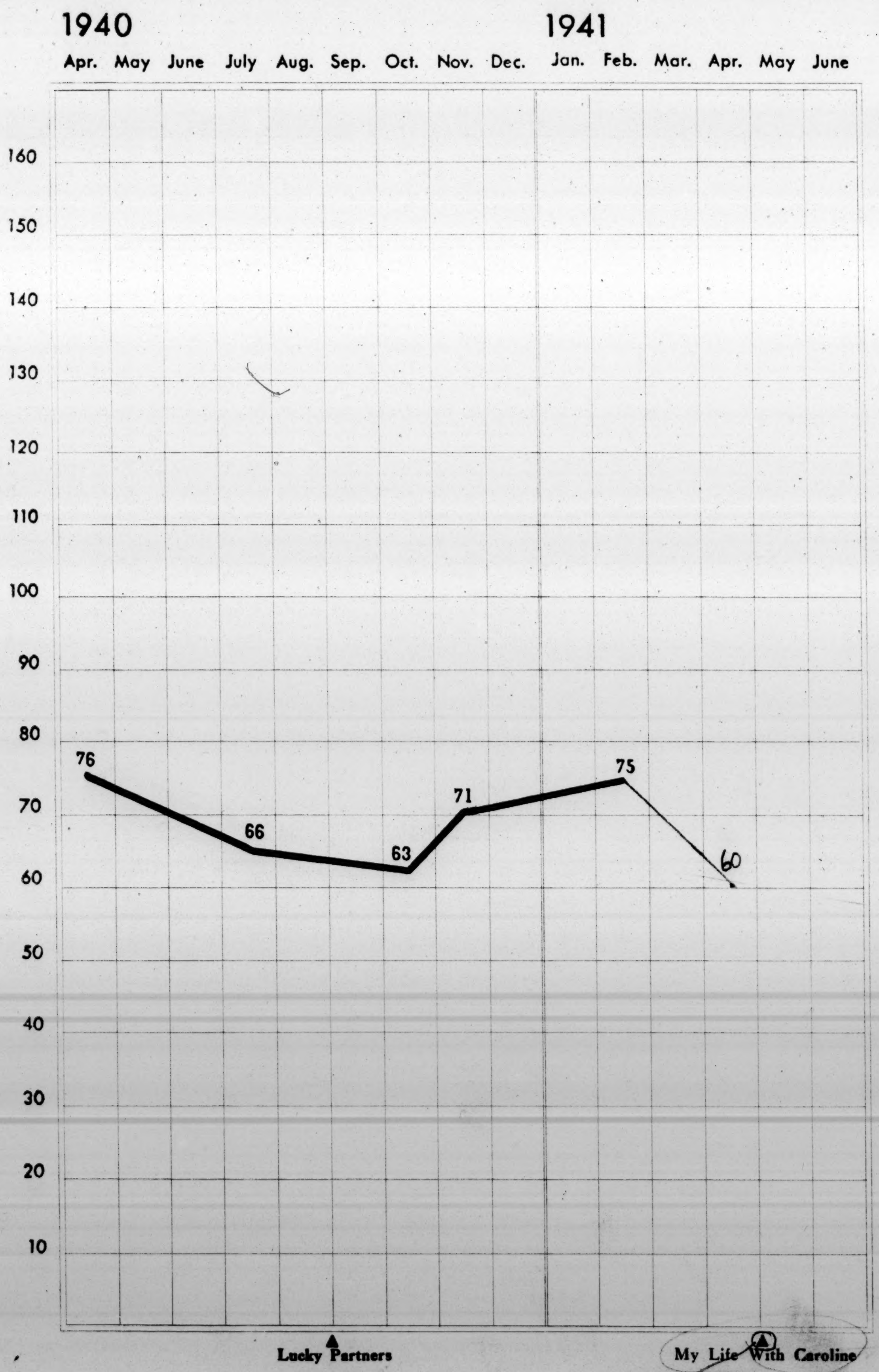
CAGNEY, James (15)



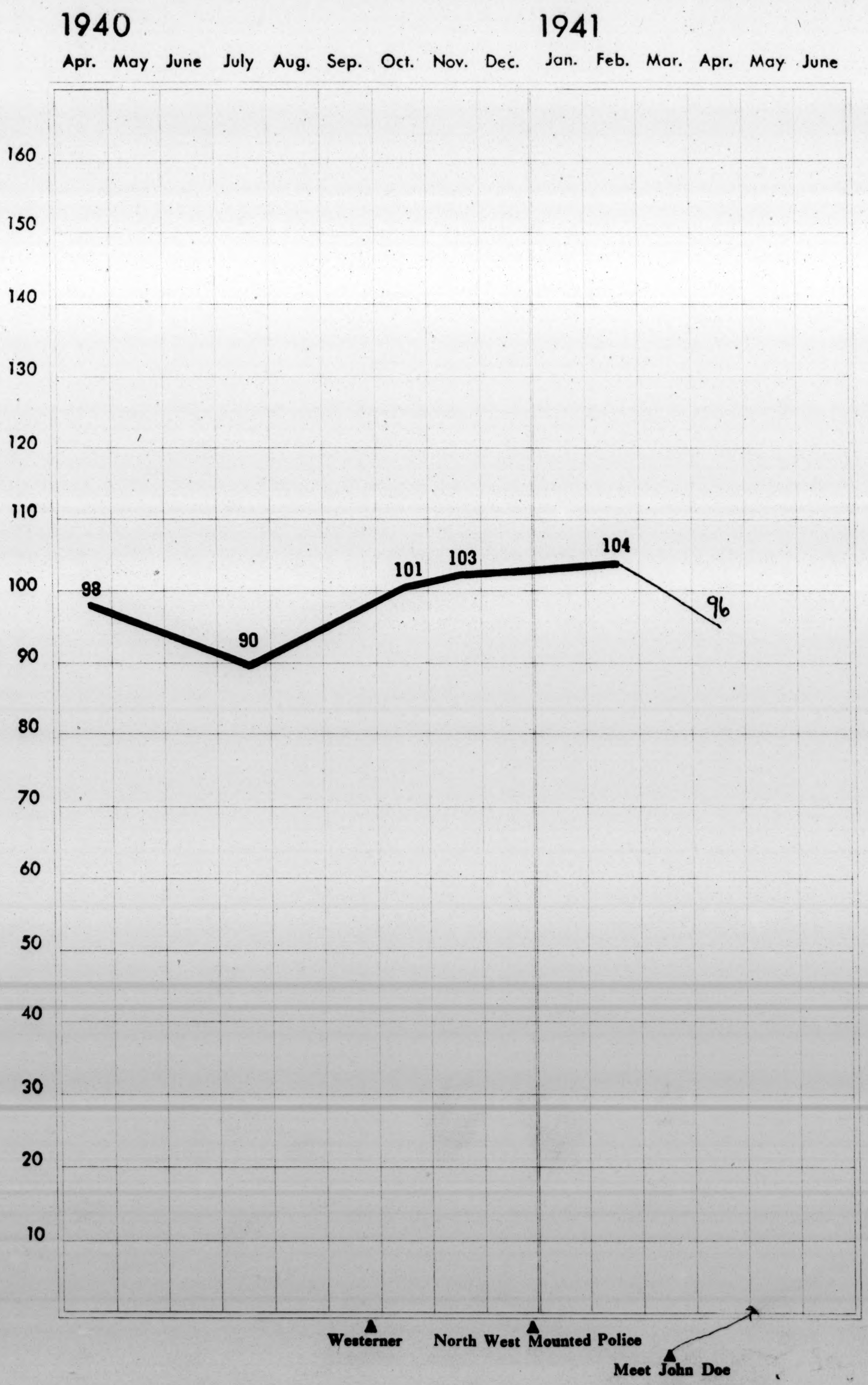
CARROLL, Madeleine (29)



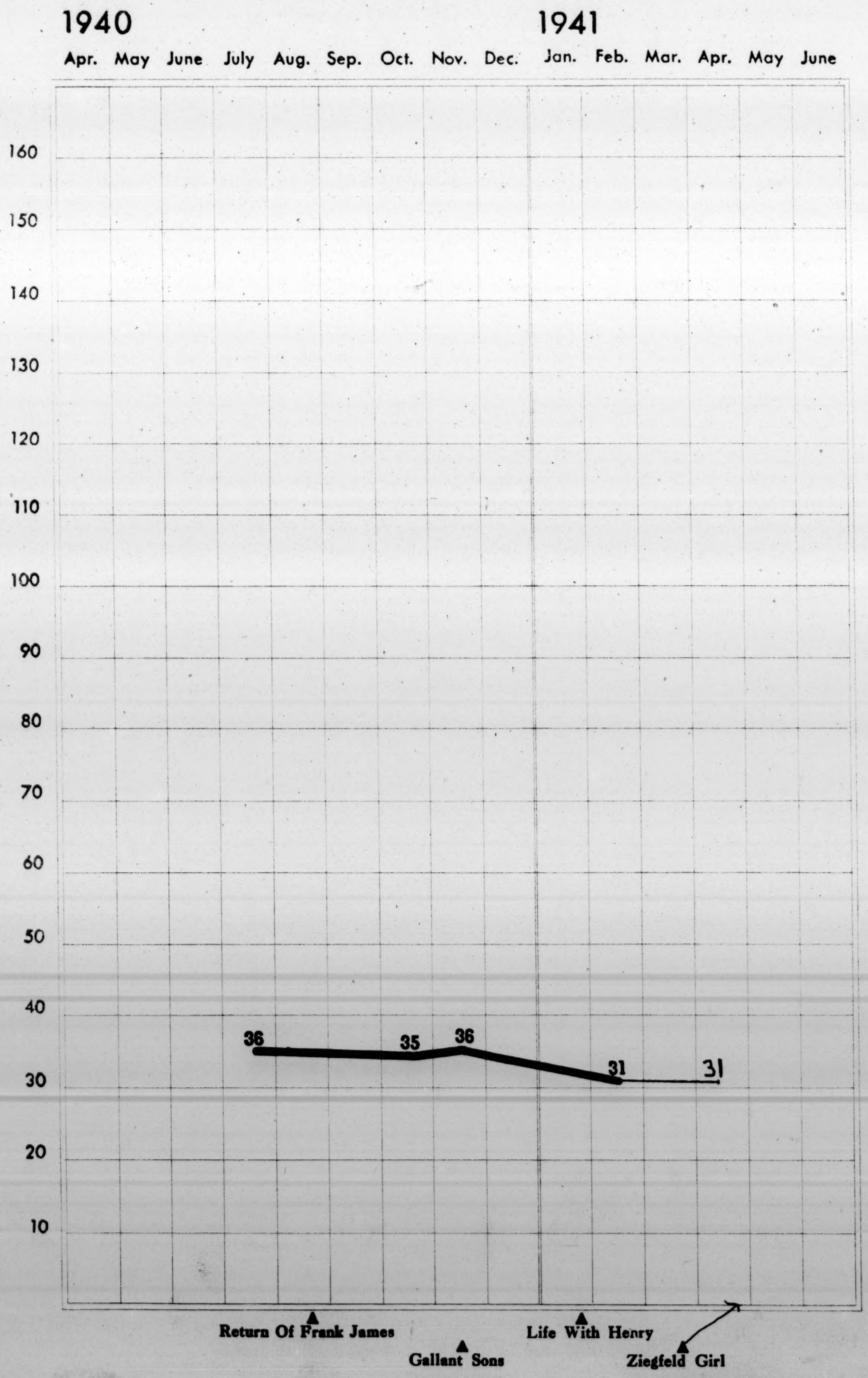
COLBERT, Claudette (19)



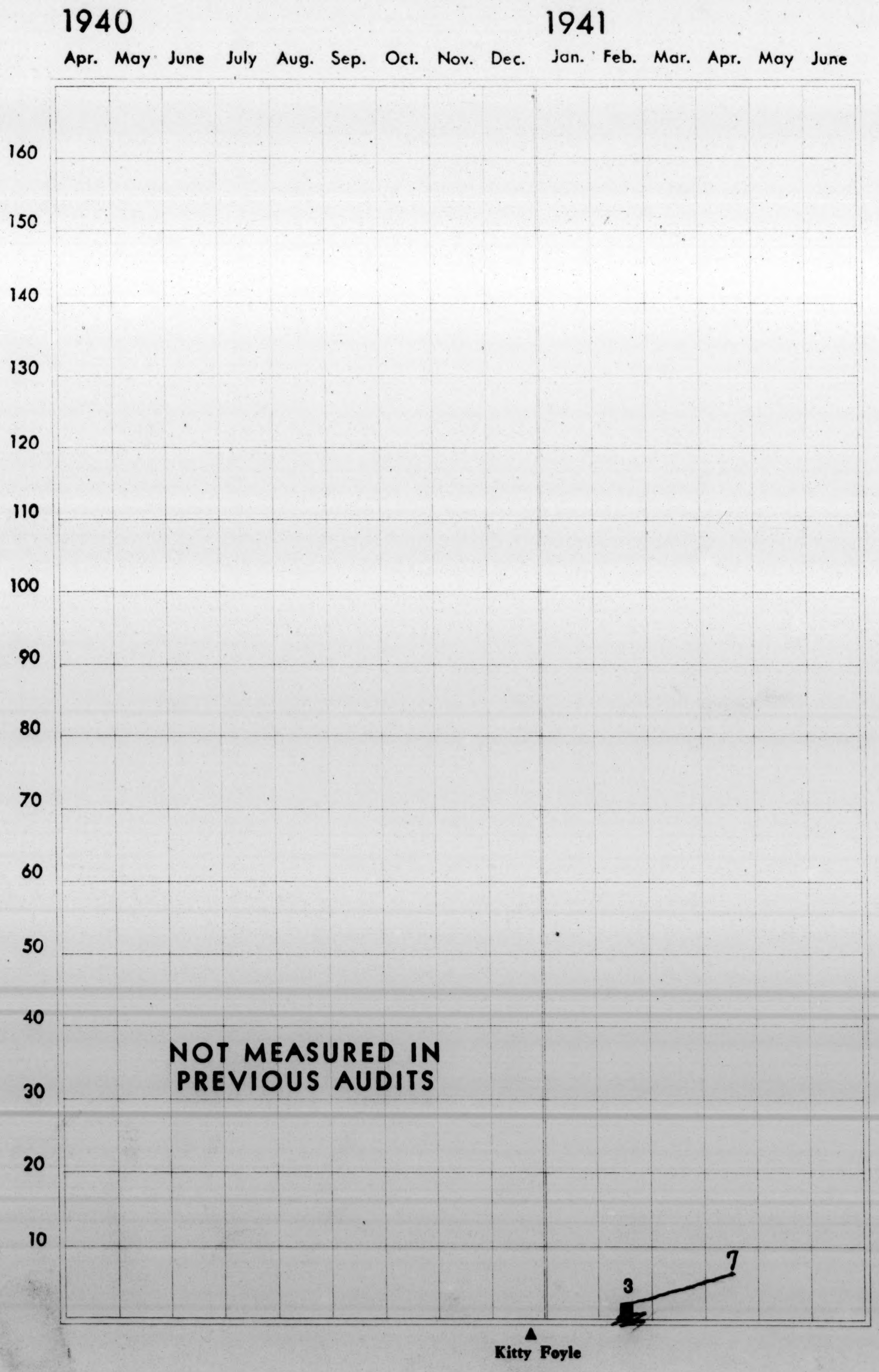
COLMAN, Ronald (38)



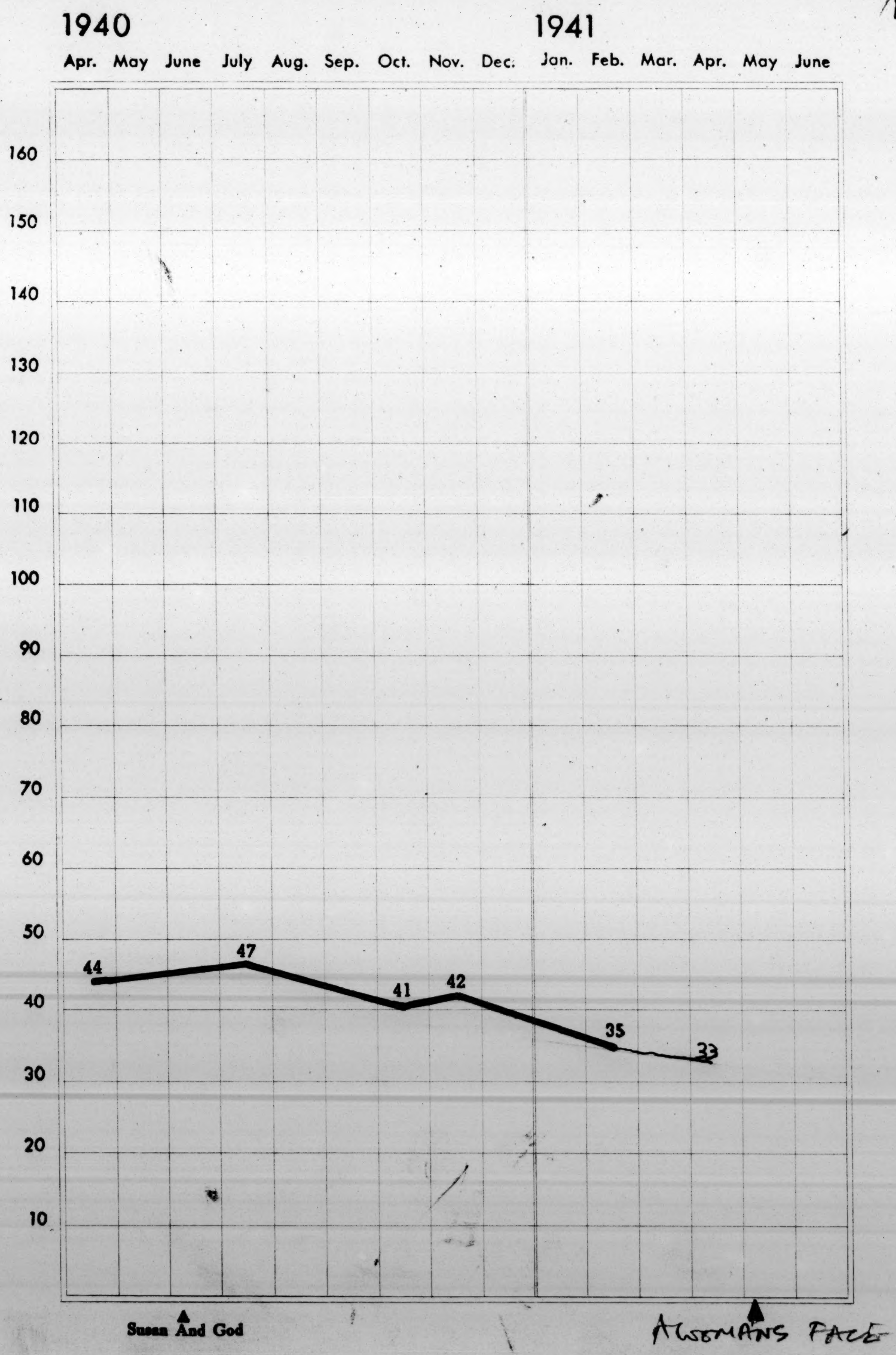
COOPER, Gary (8)



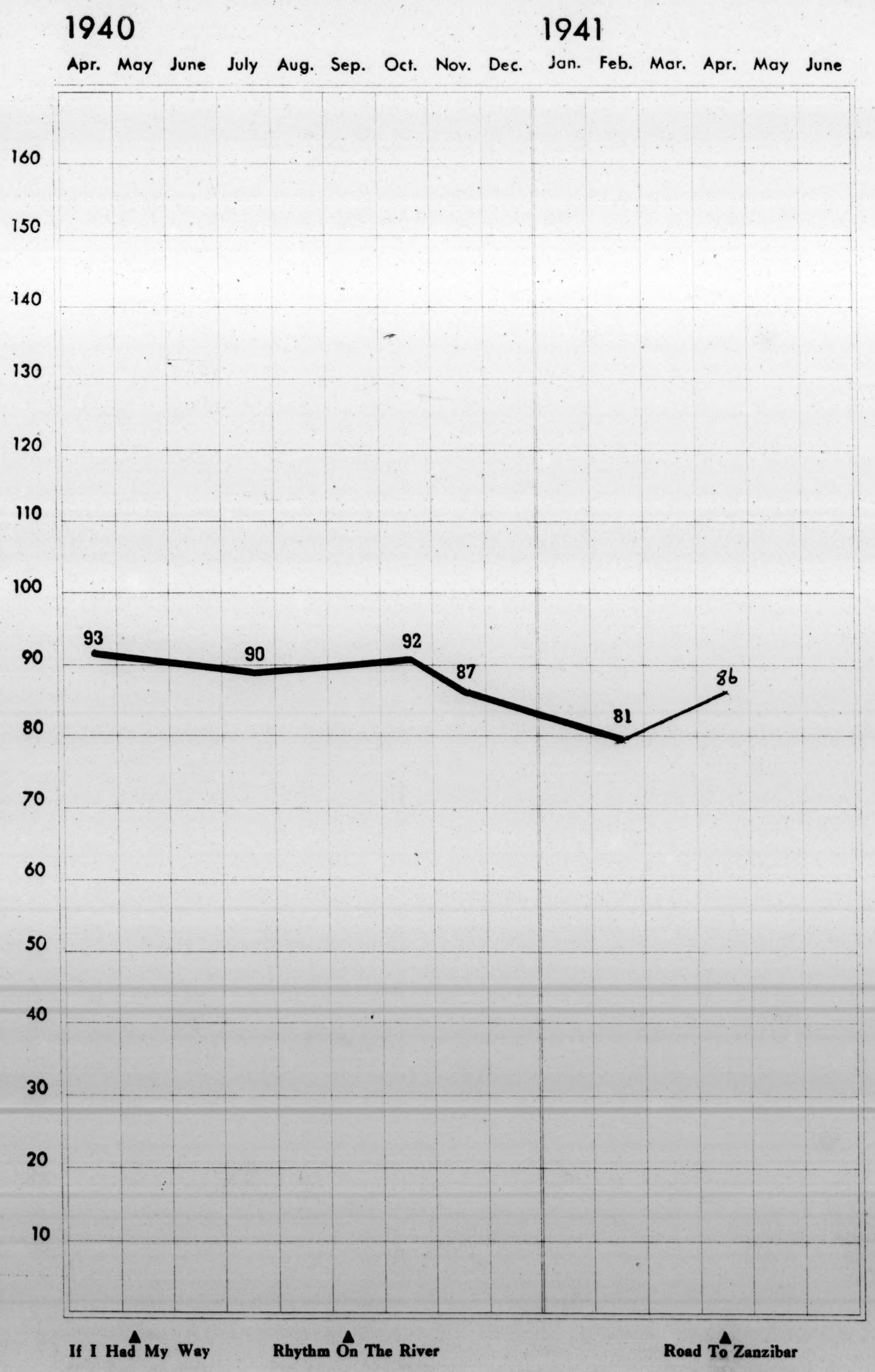
COOPER, Jackie (74)



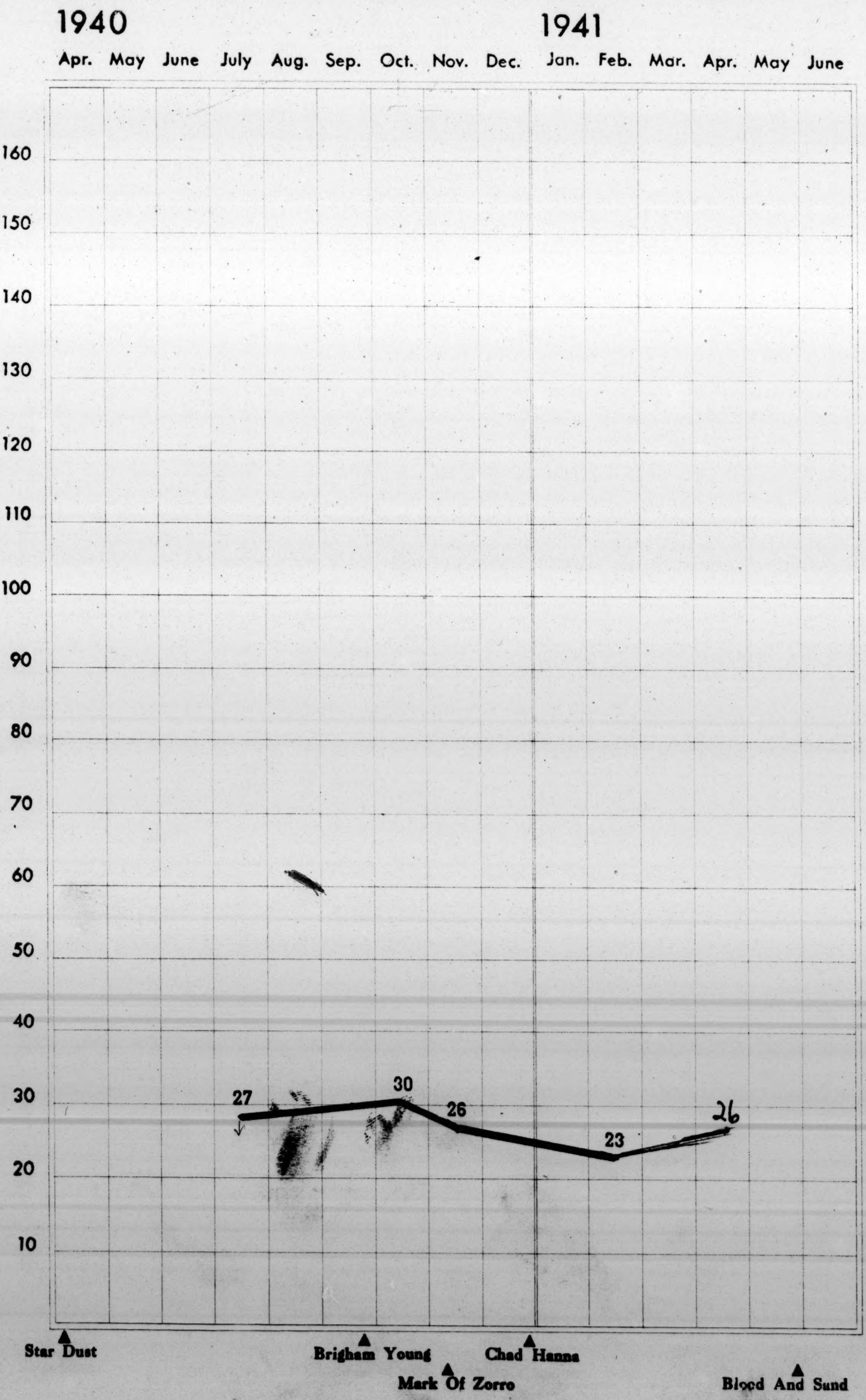
CRAIG, James (11R)



CRAWFORD, Joan (65)



CROSBY, Bing (12)



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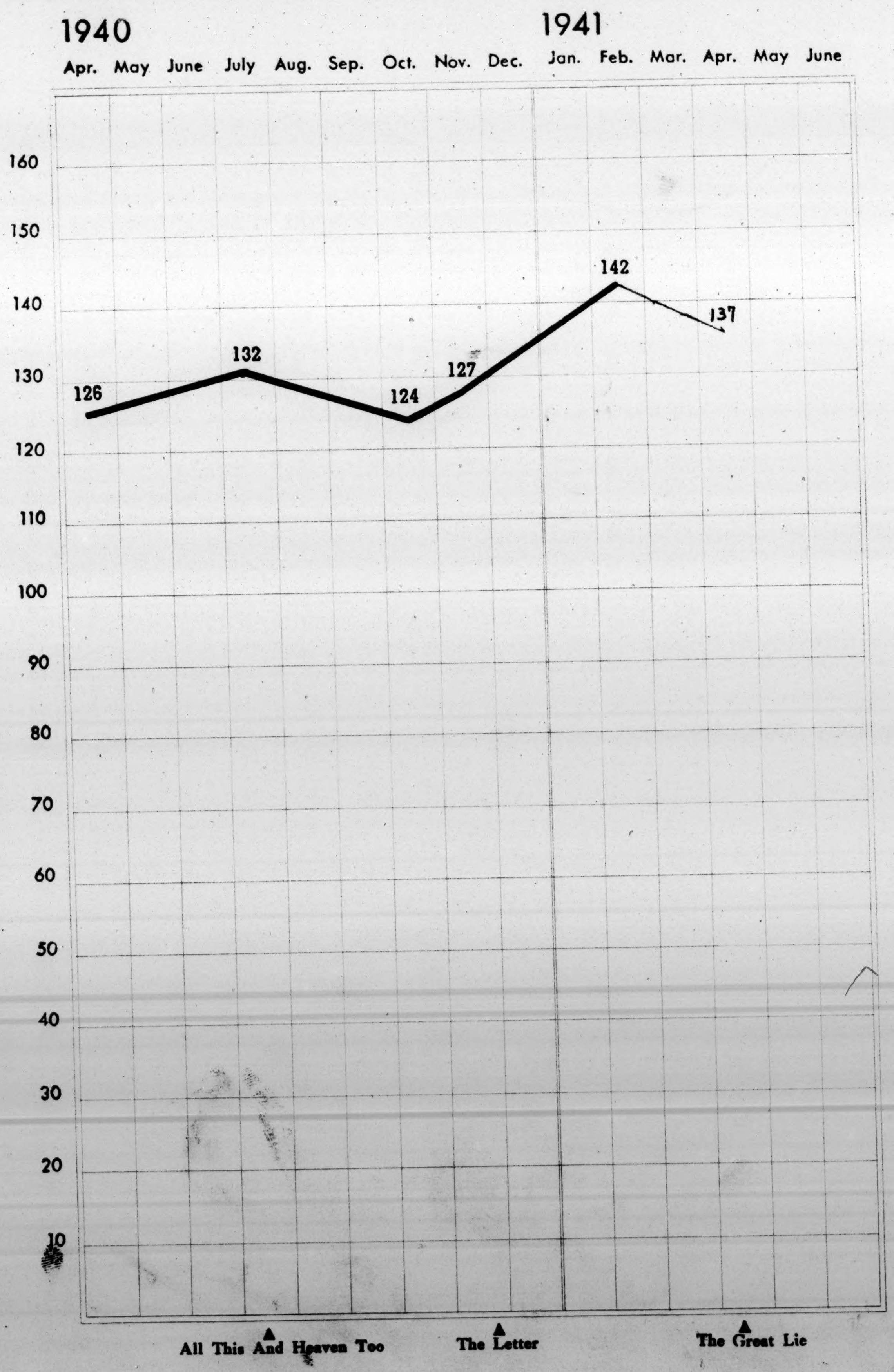

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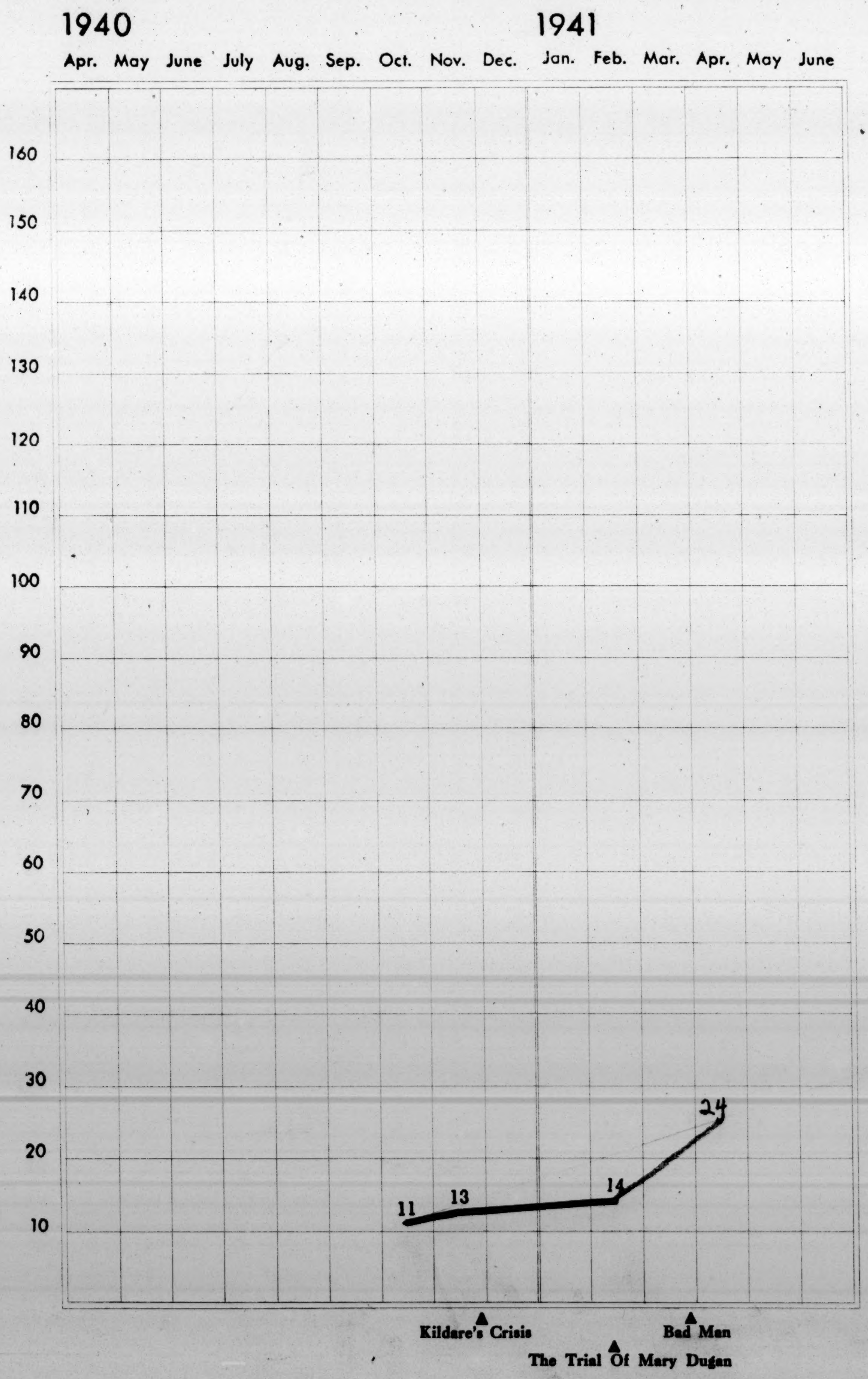
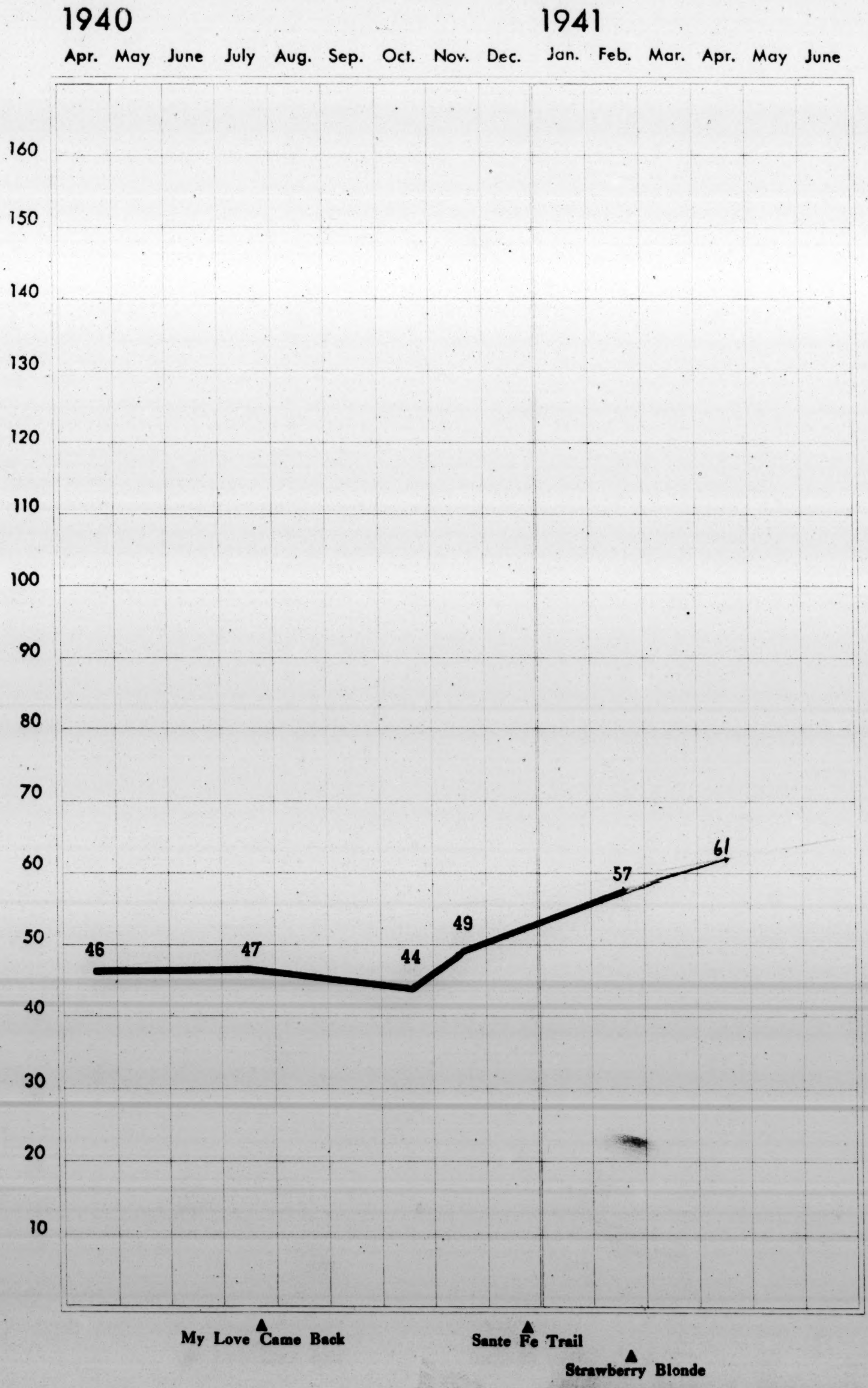
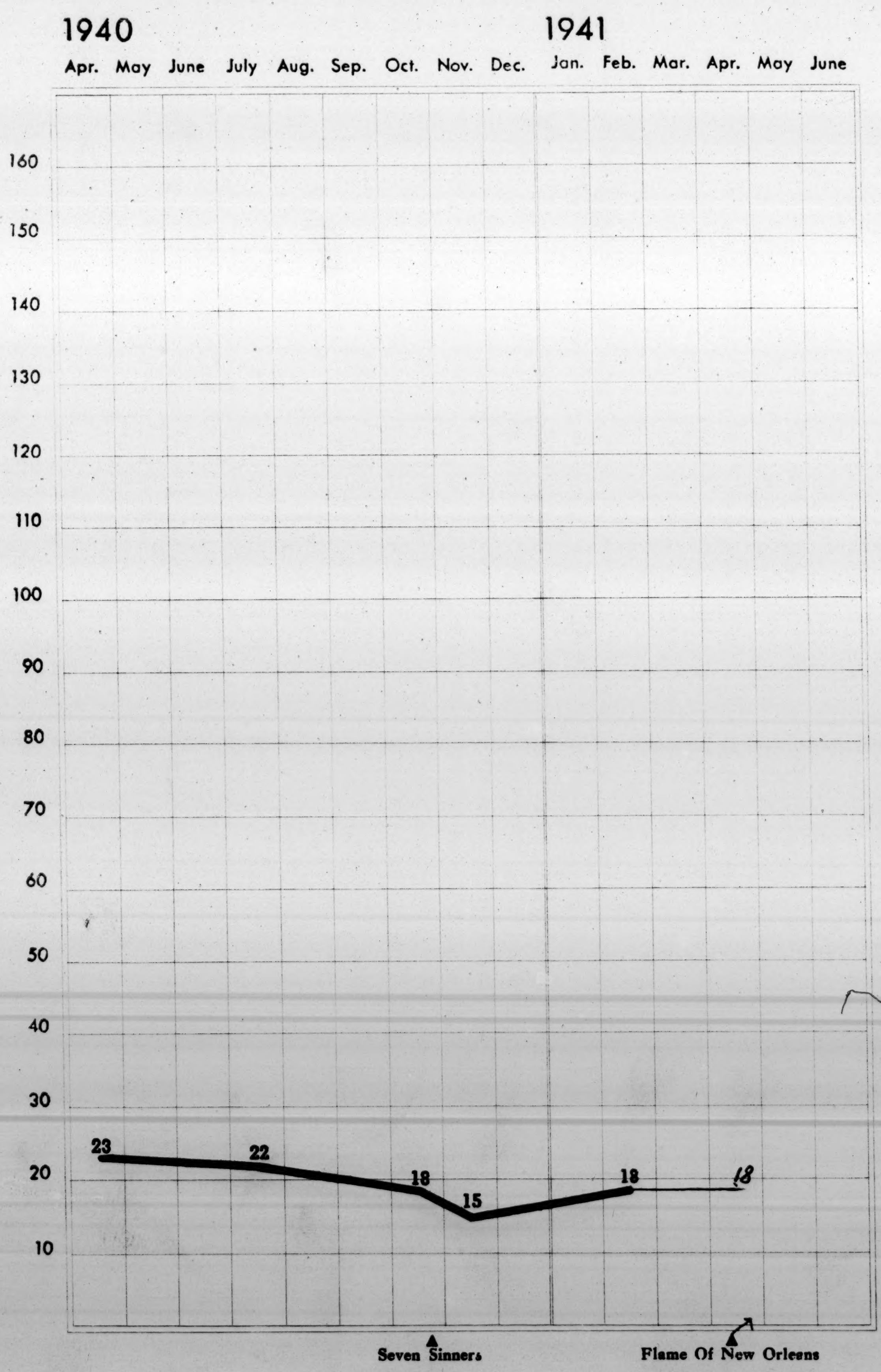


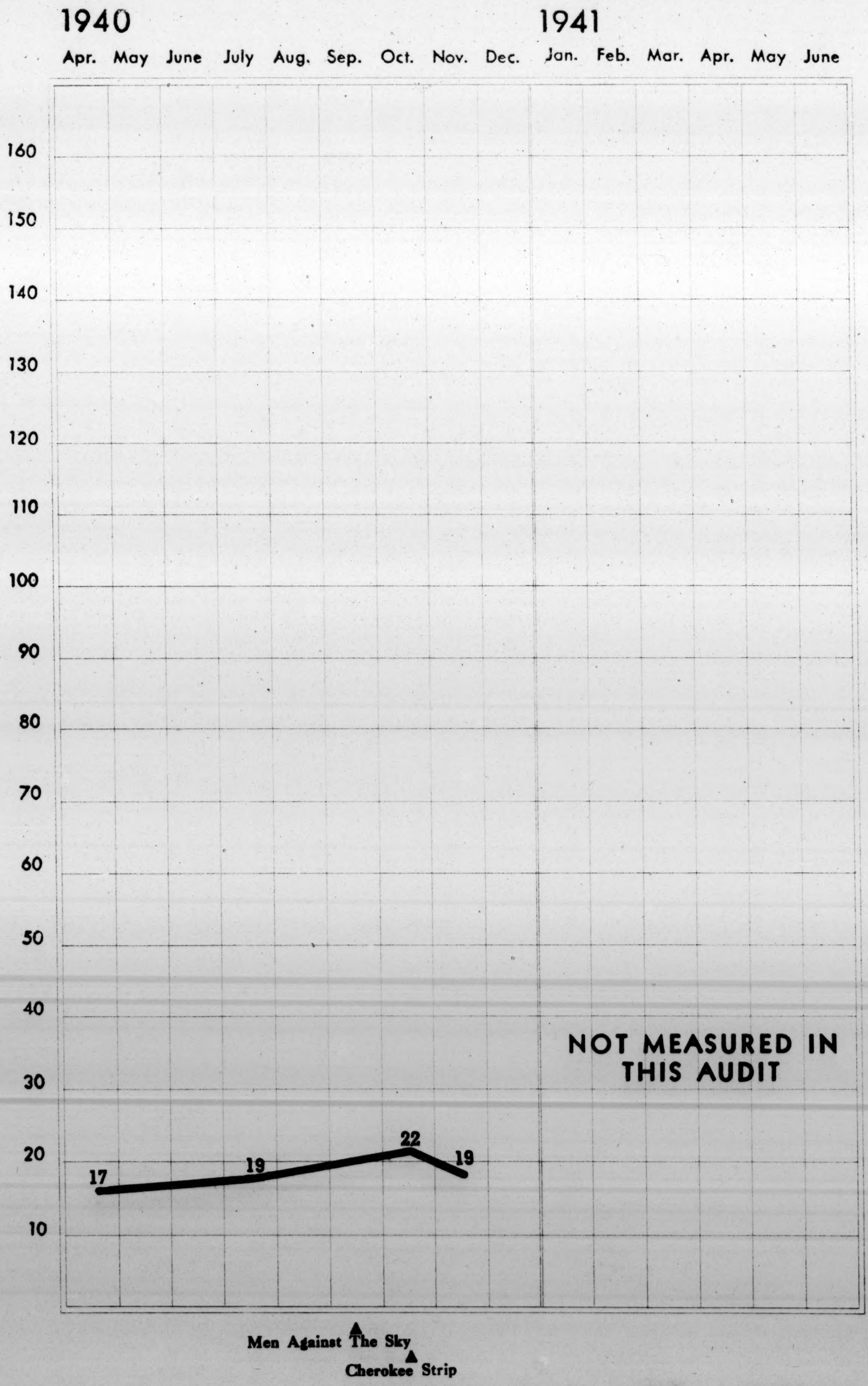
DAY, Laraine (86)



De HAVILLAND, Olivia (35)

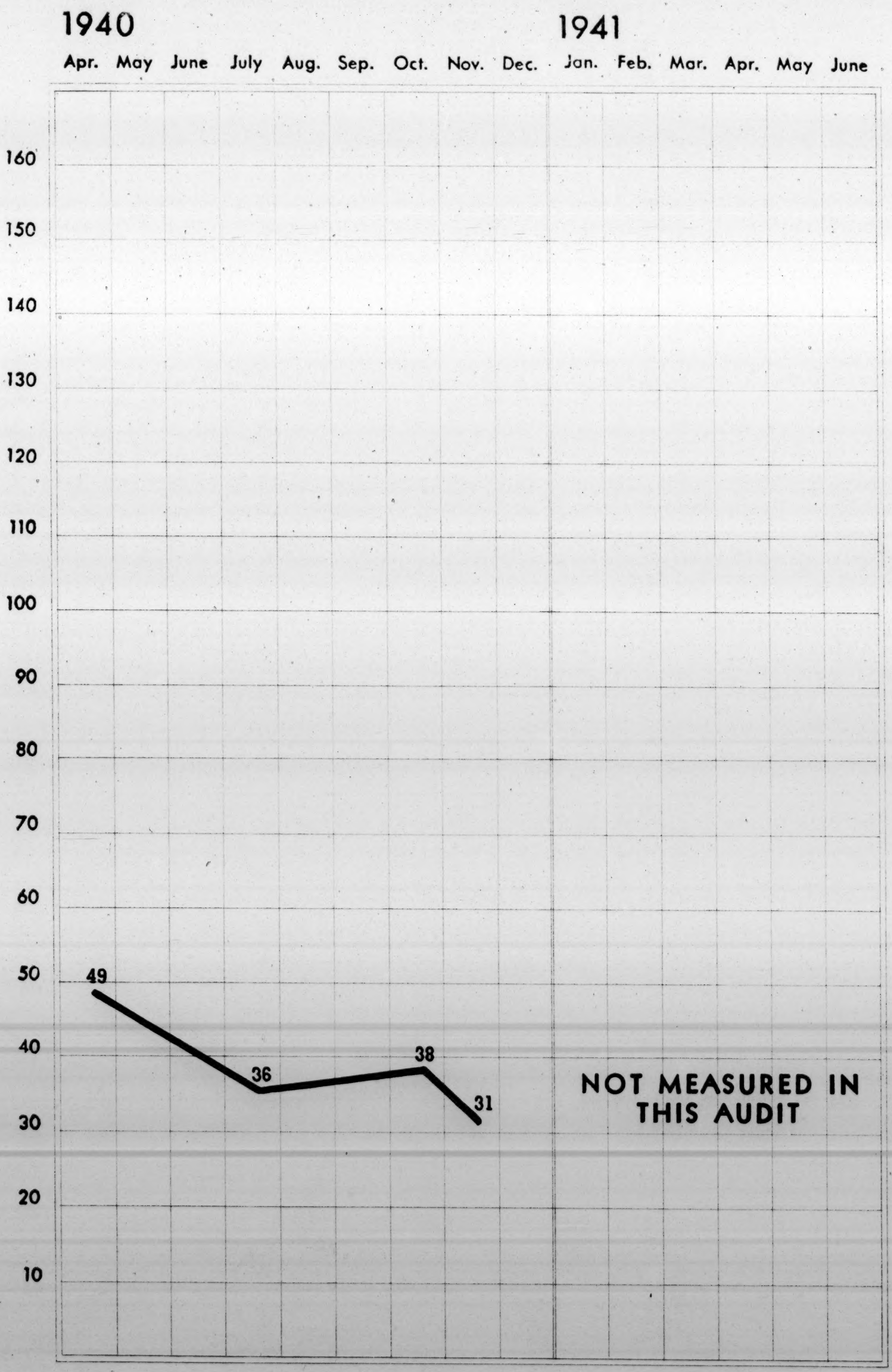


DIETRICH, Marlene (101)



DIX, Richard

Out



Out

DONAT, Robert

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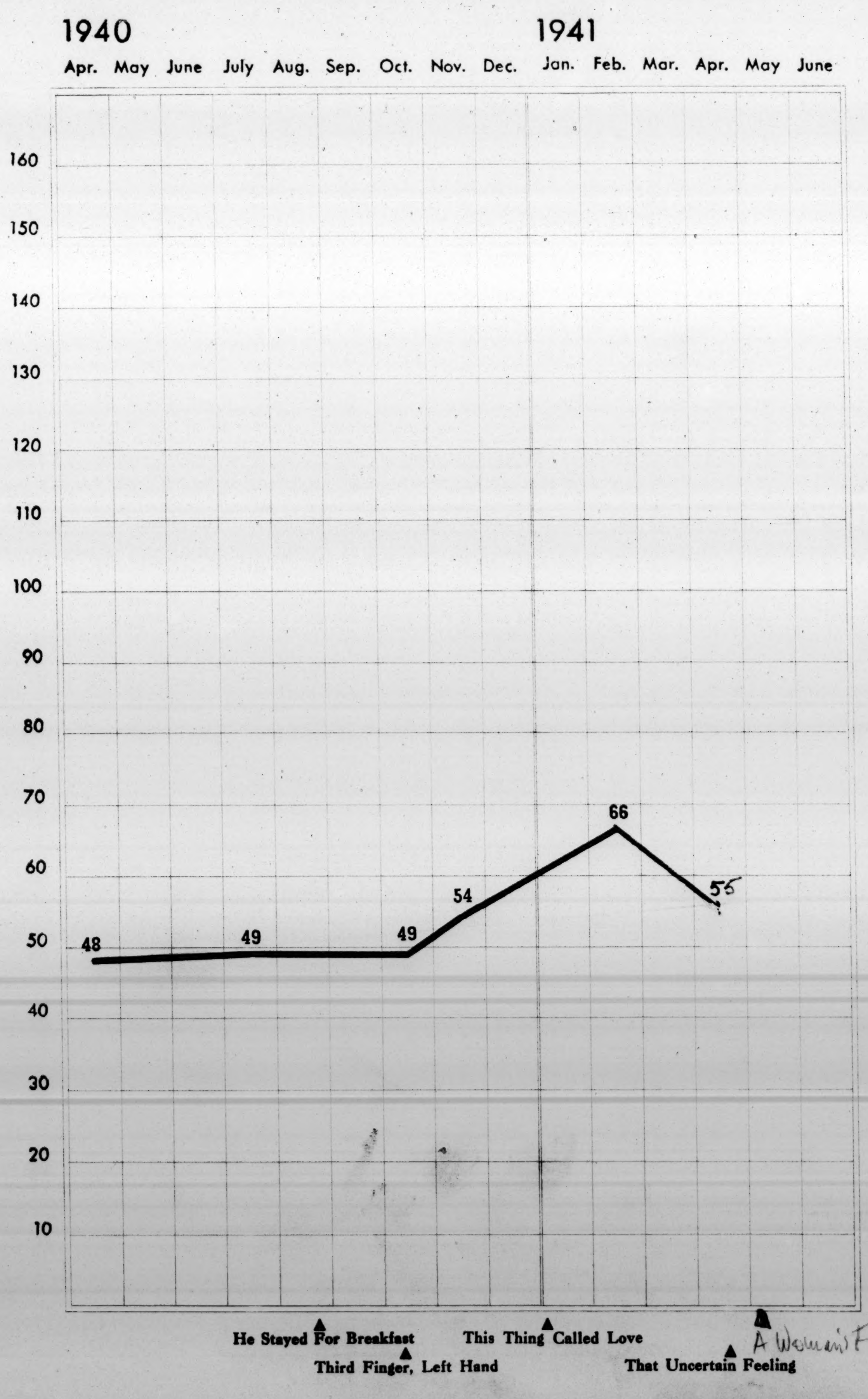
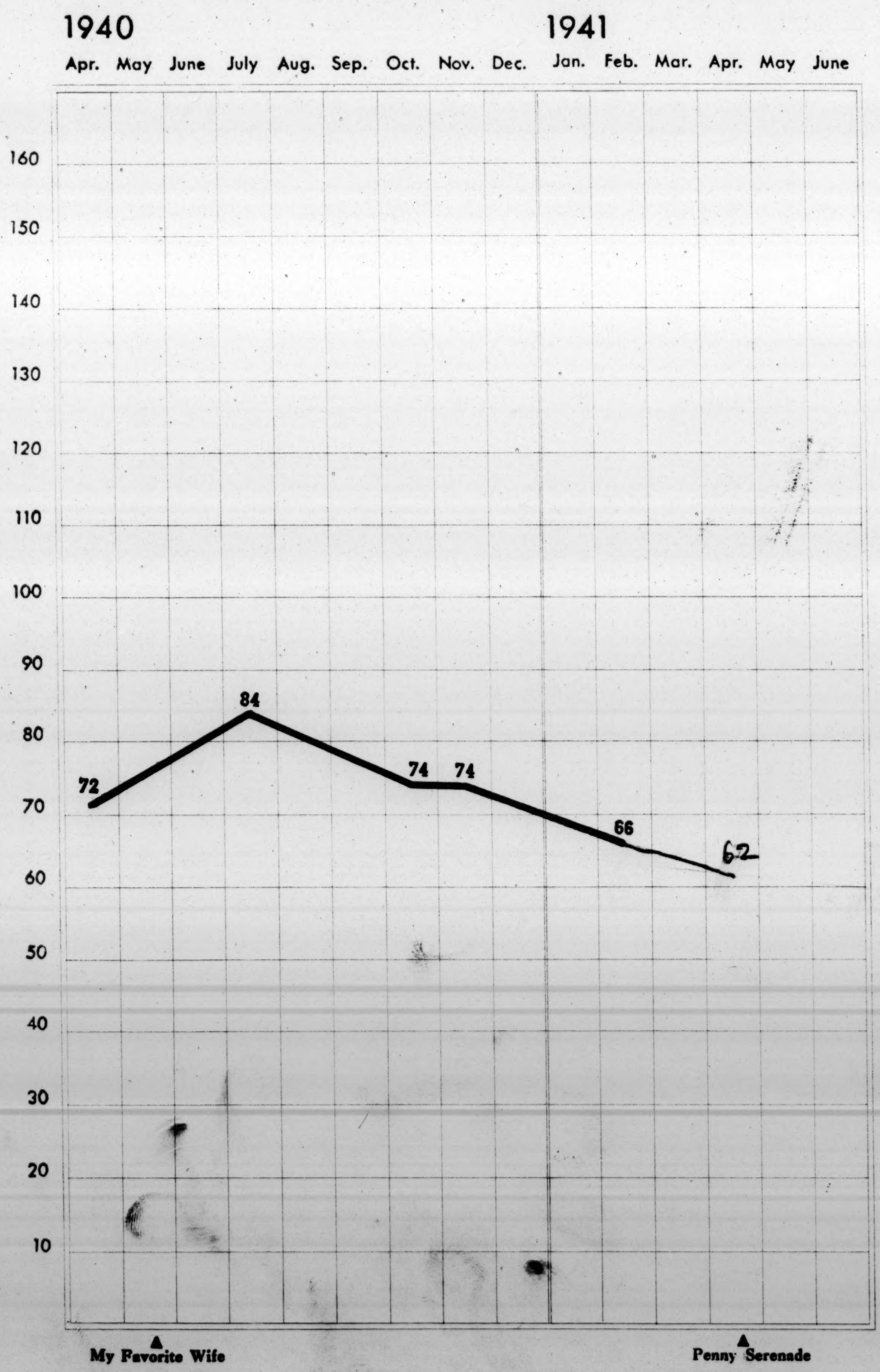
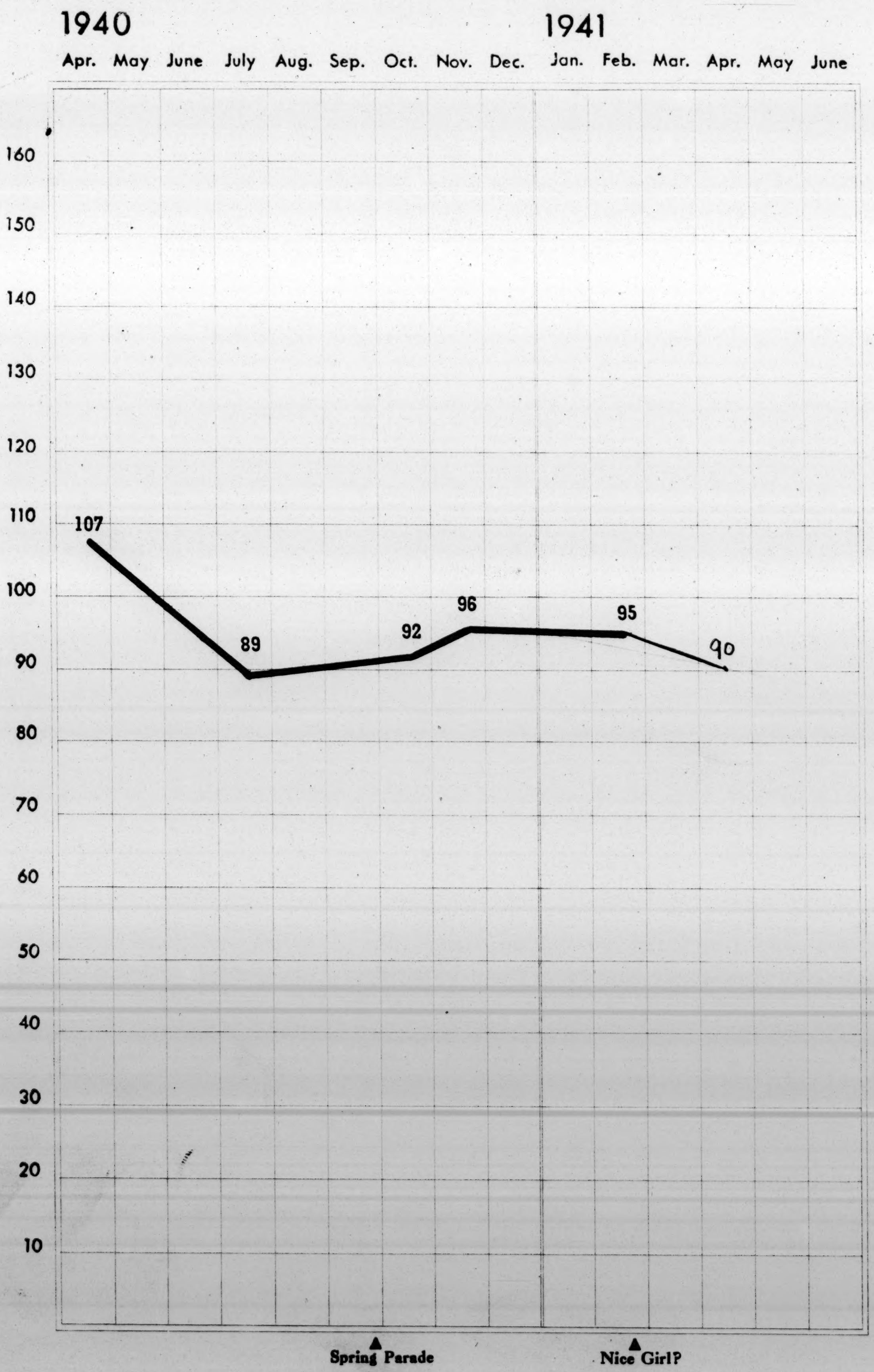


DOUGLAS, Melvyn (41)



DUNNE, Irene (32)



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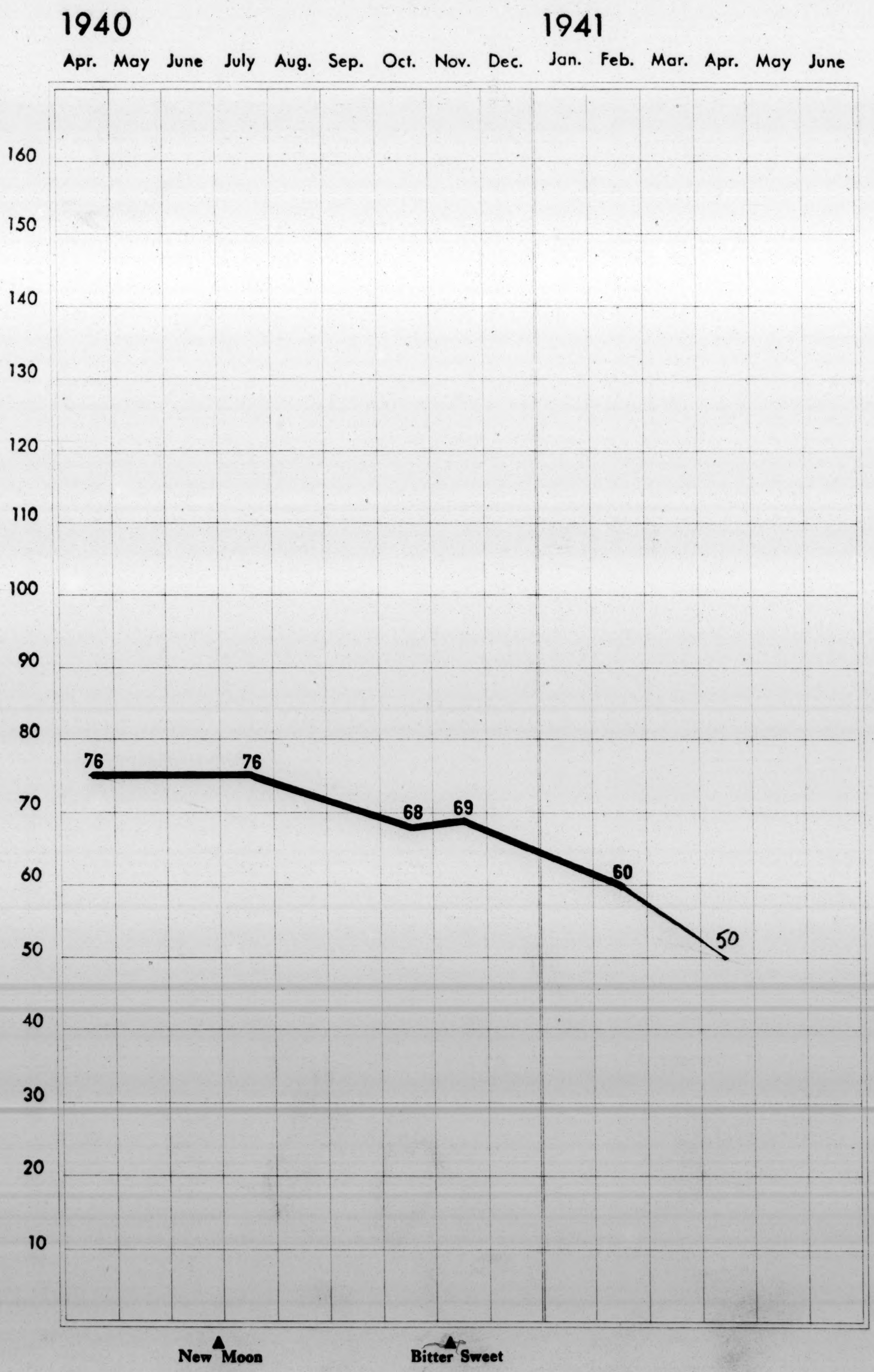
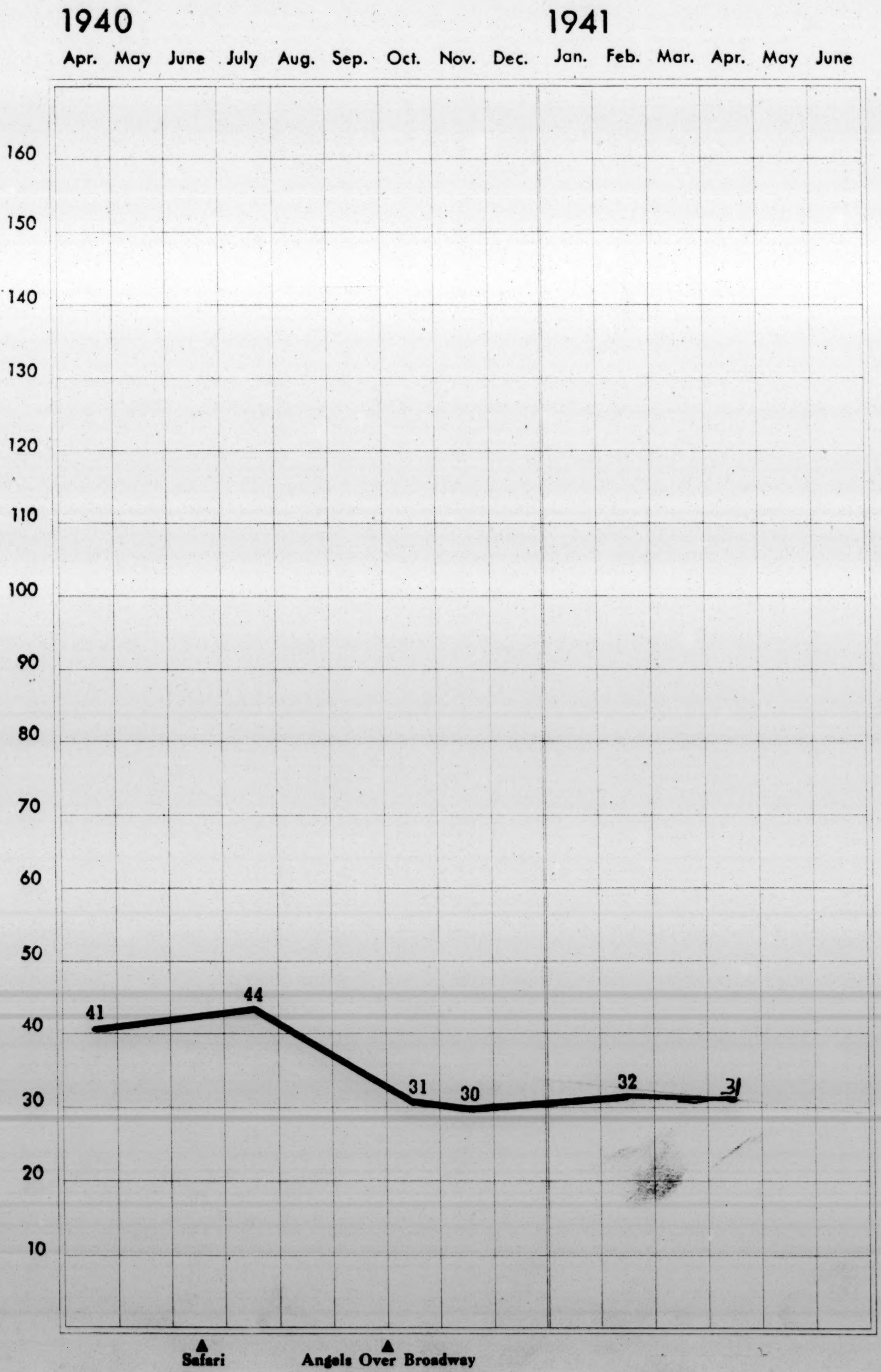


EDDY, Nelson (48)



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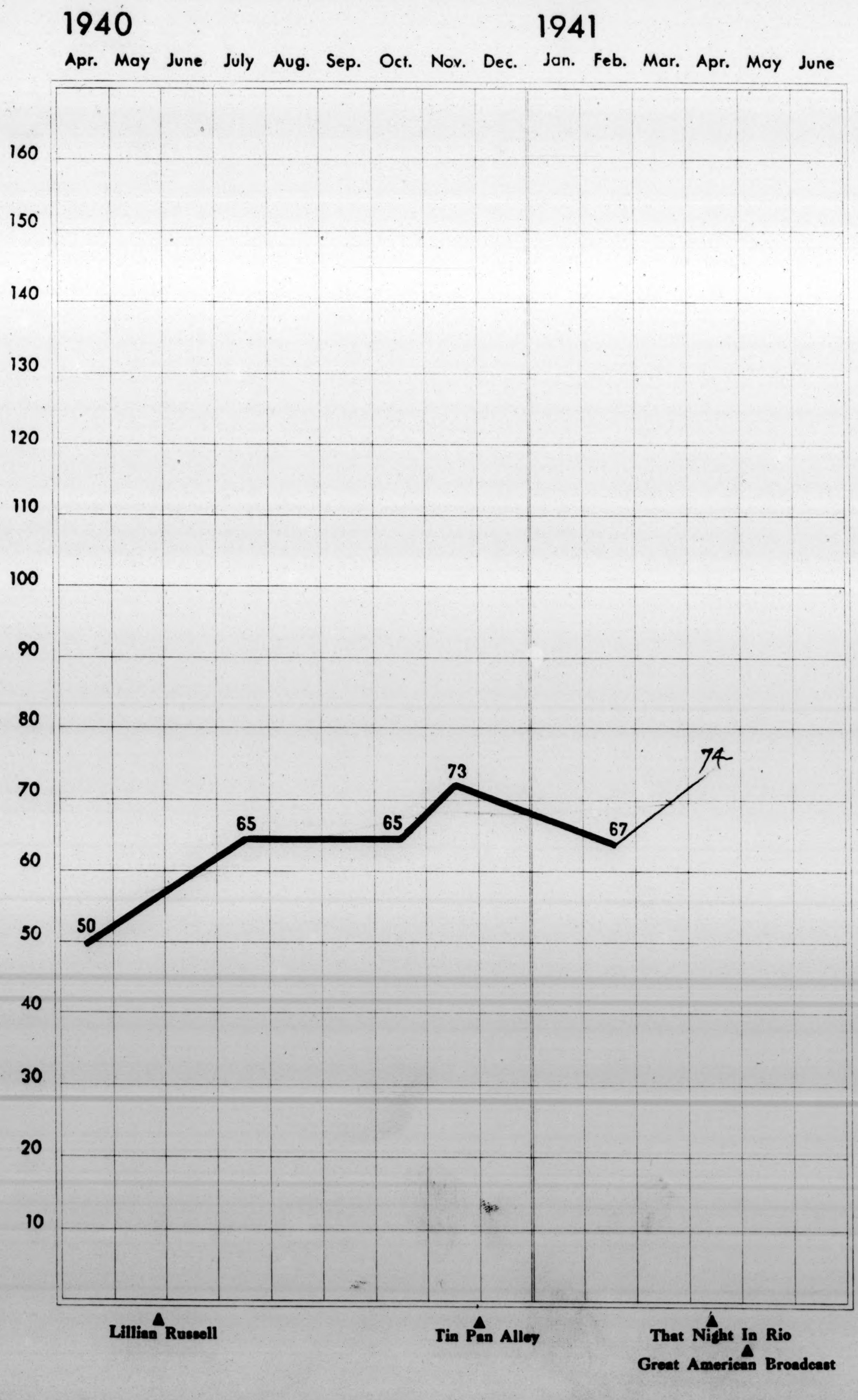

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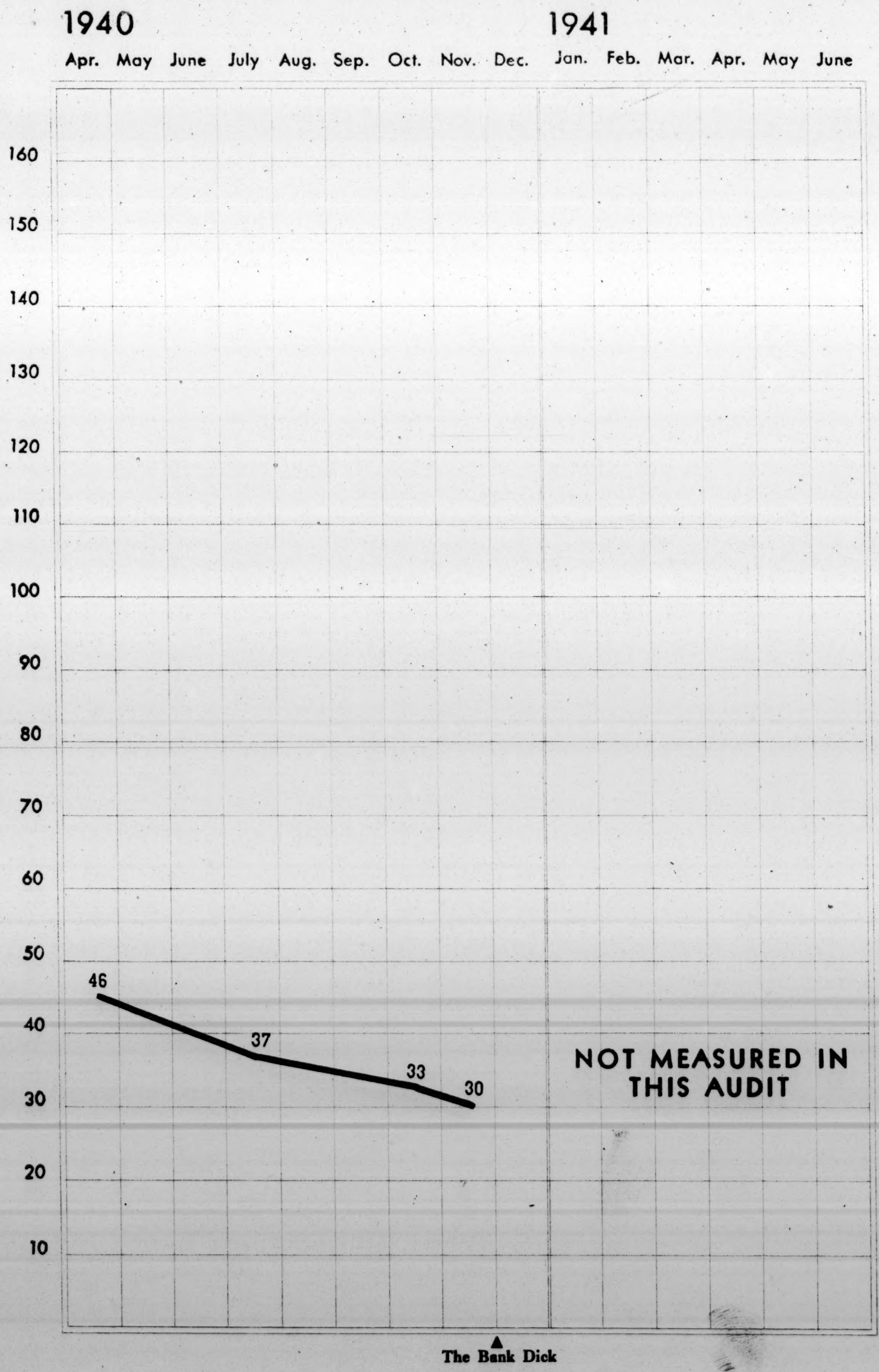
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The Bank Dick

FIELDS, W. C.

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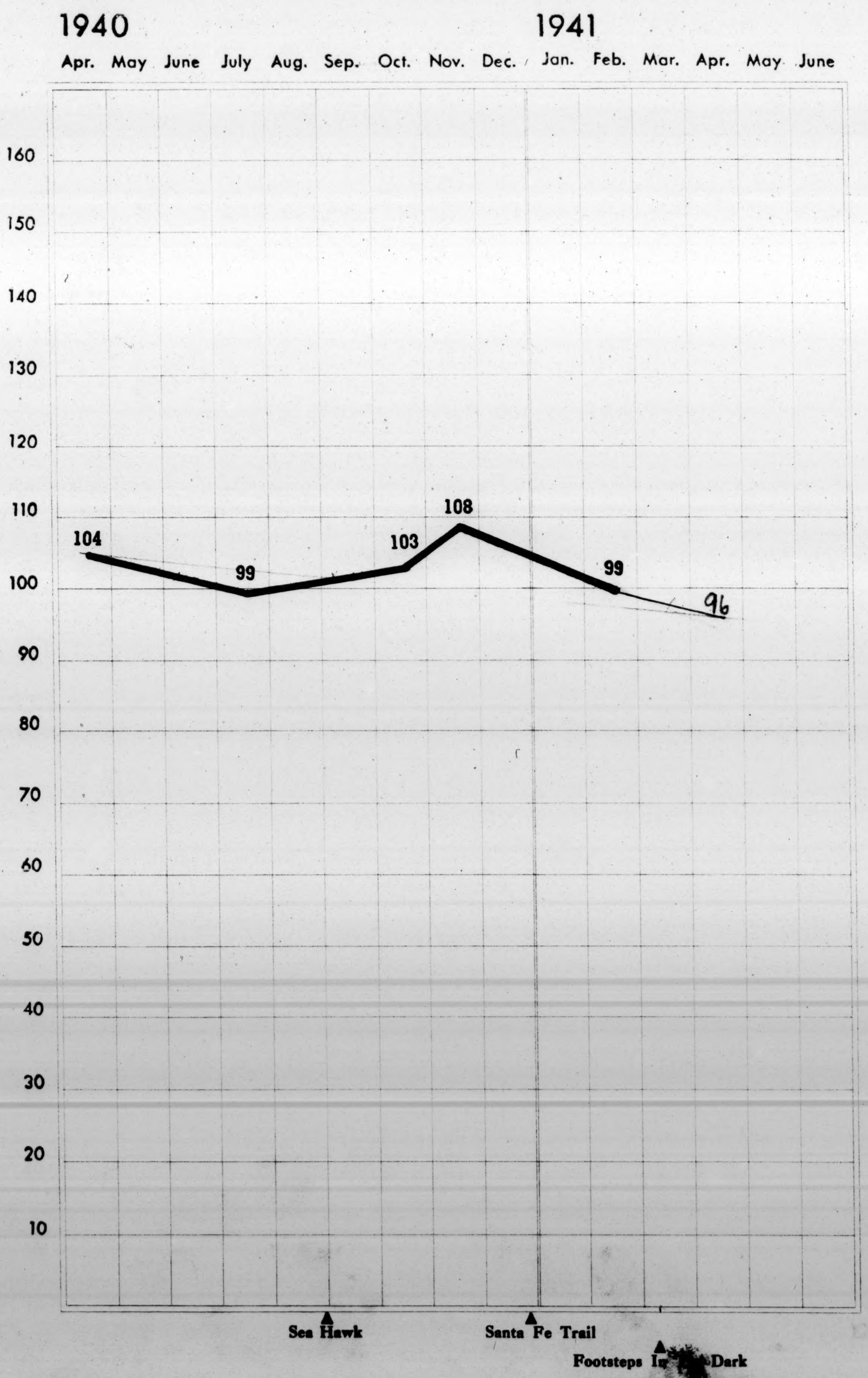

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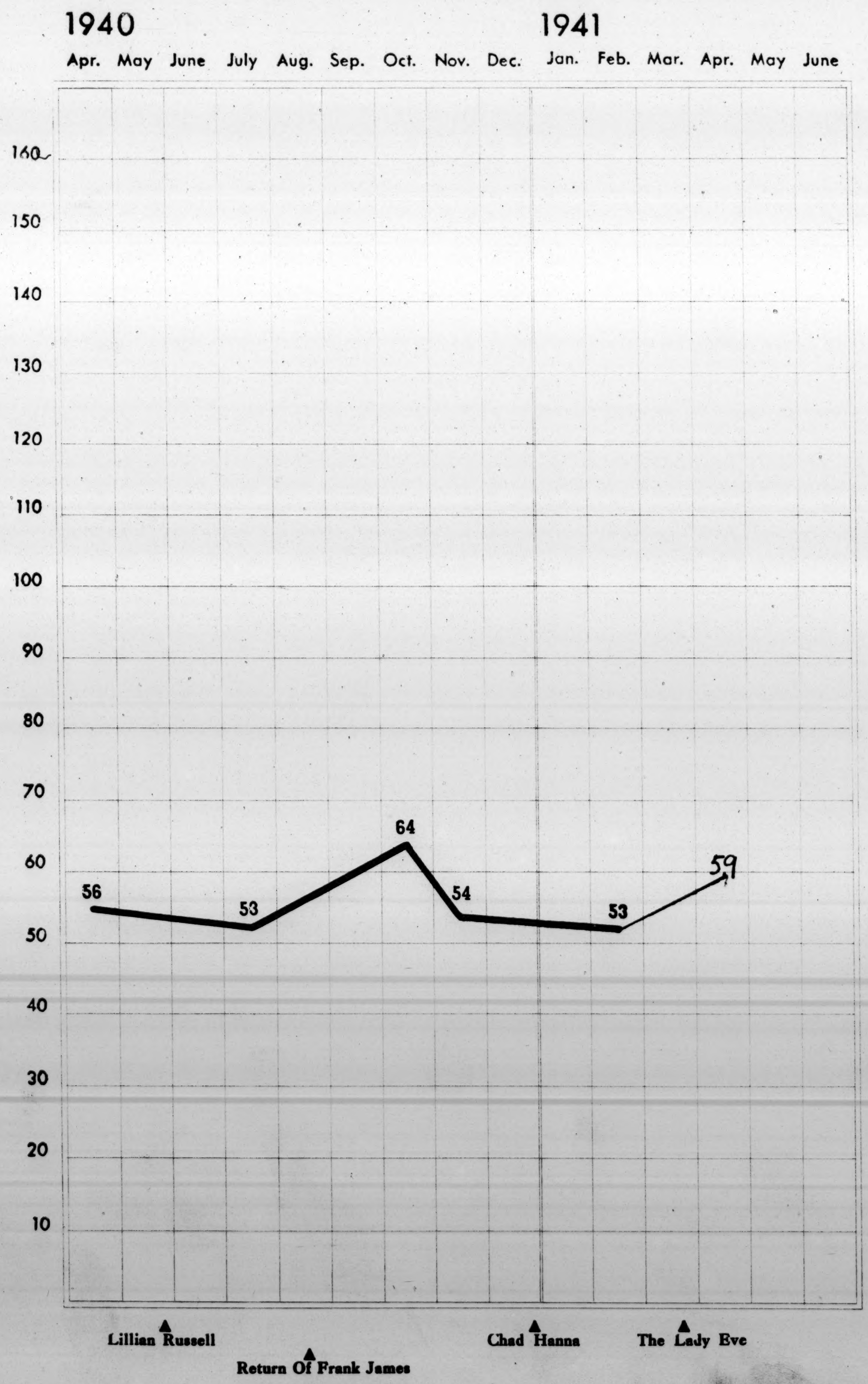

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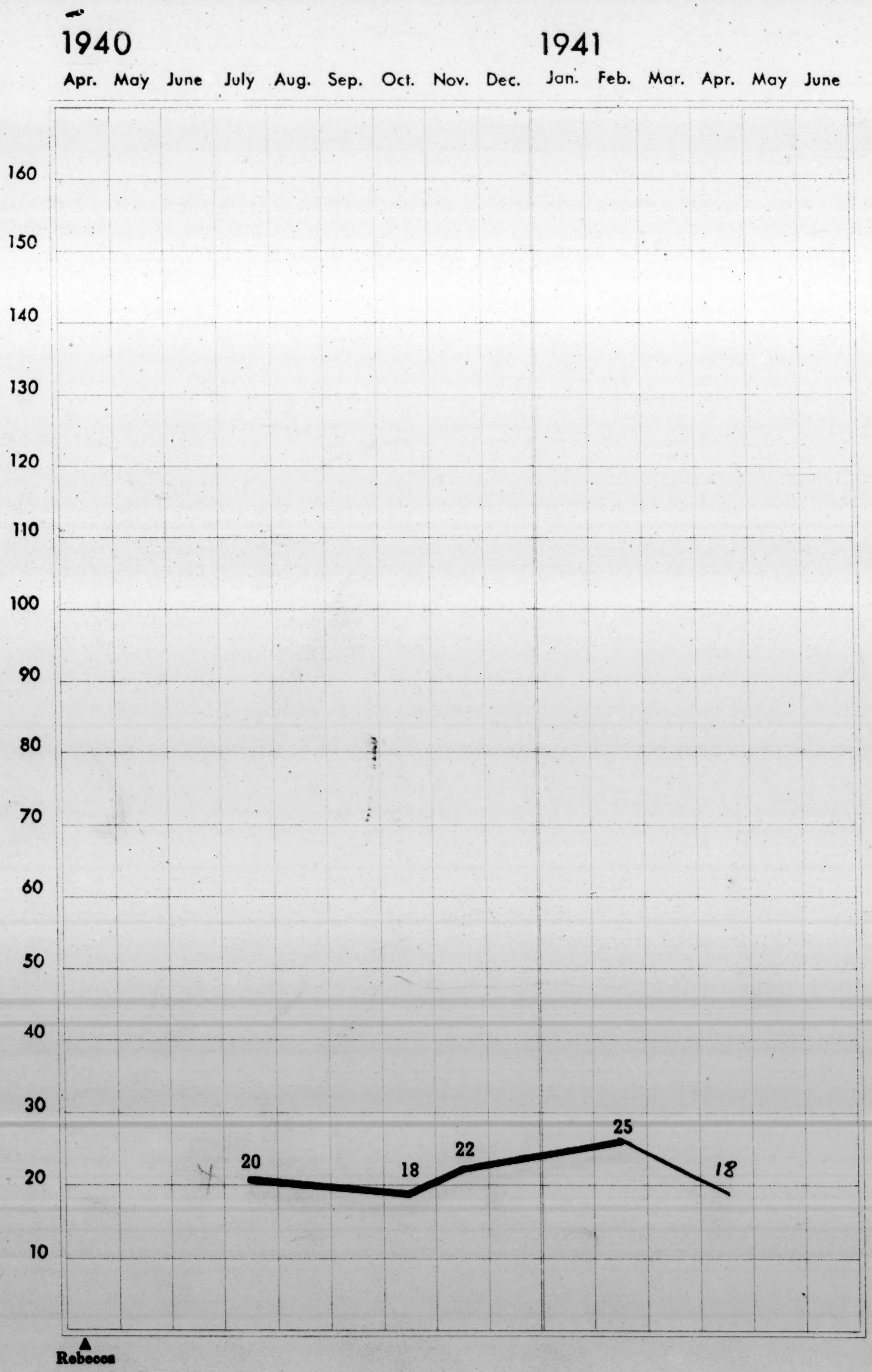

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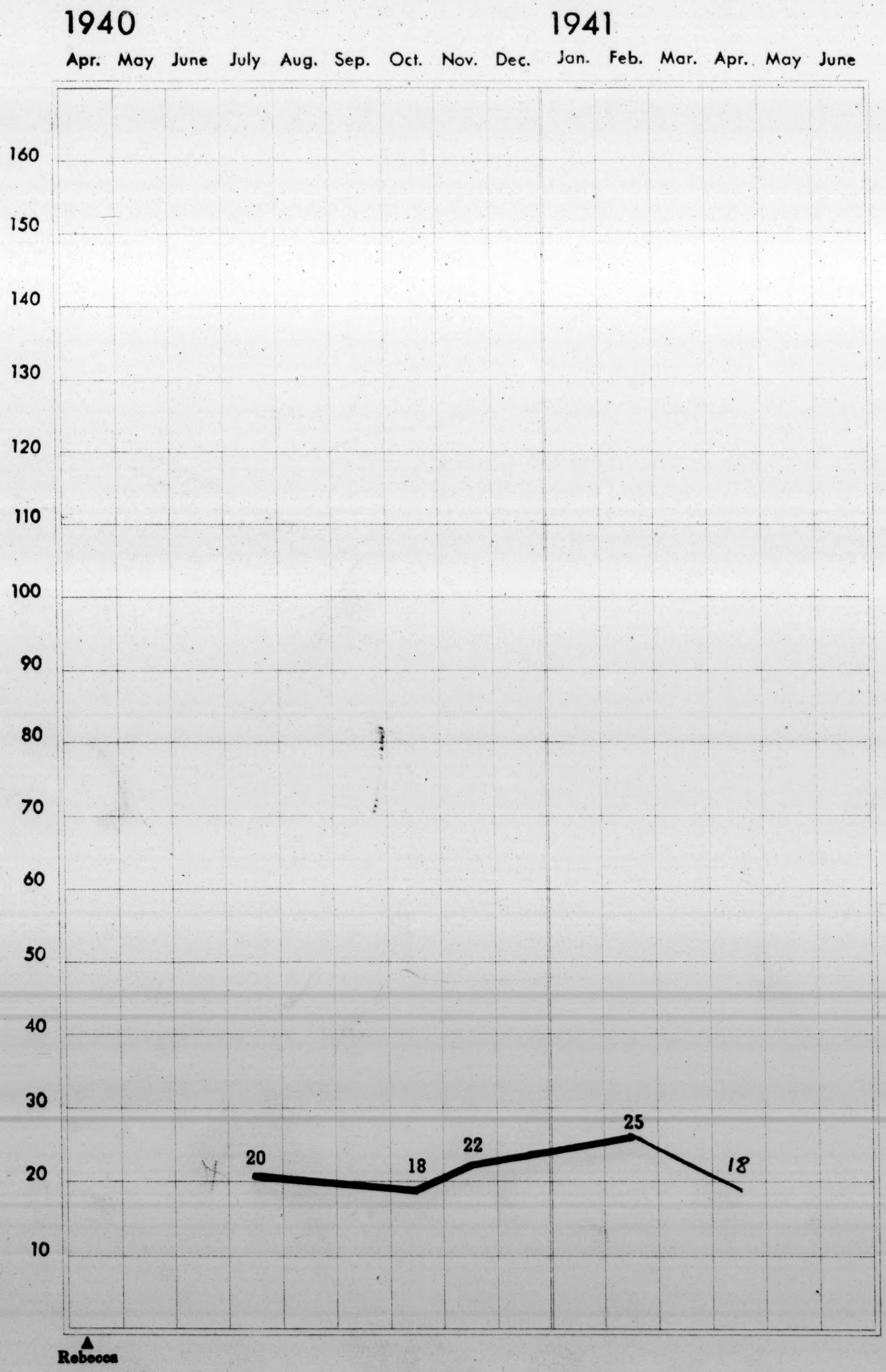
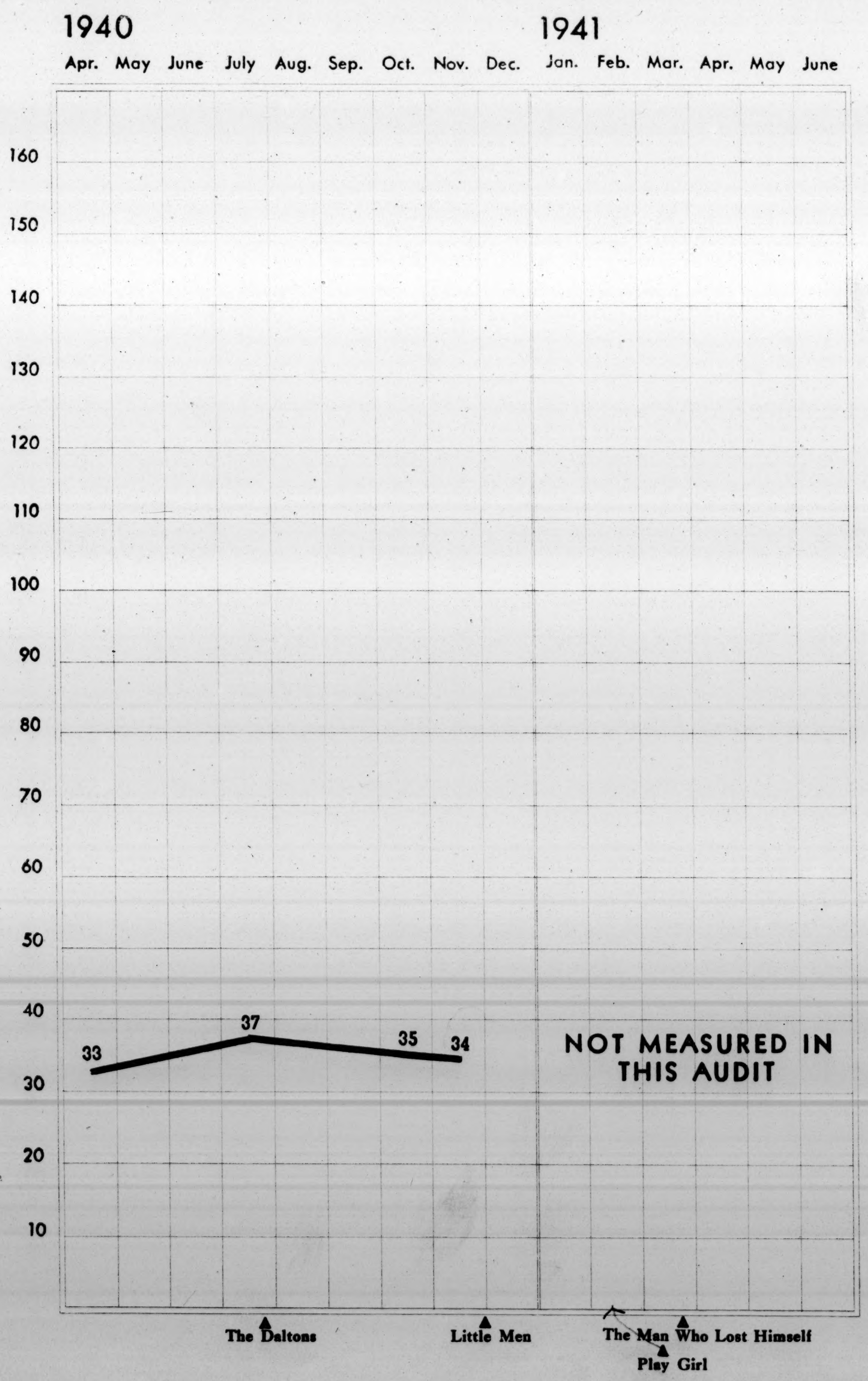
FONTAINE, Joan (101)

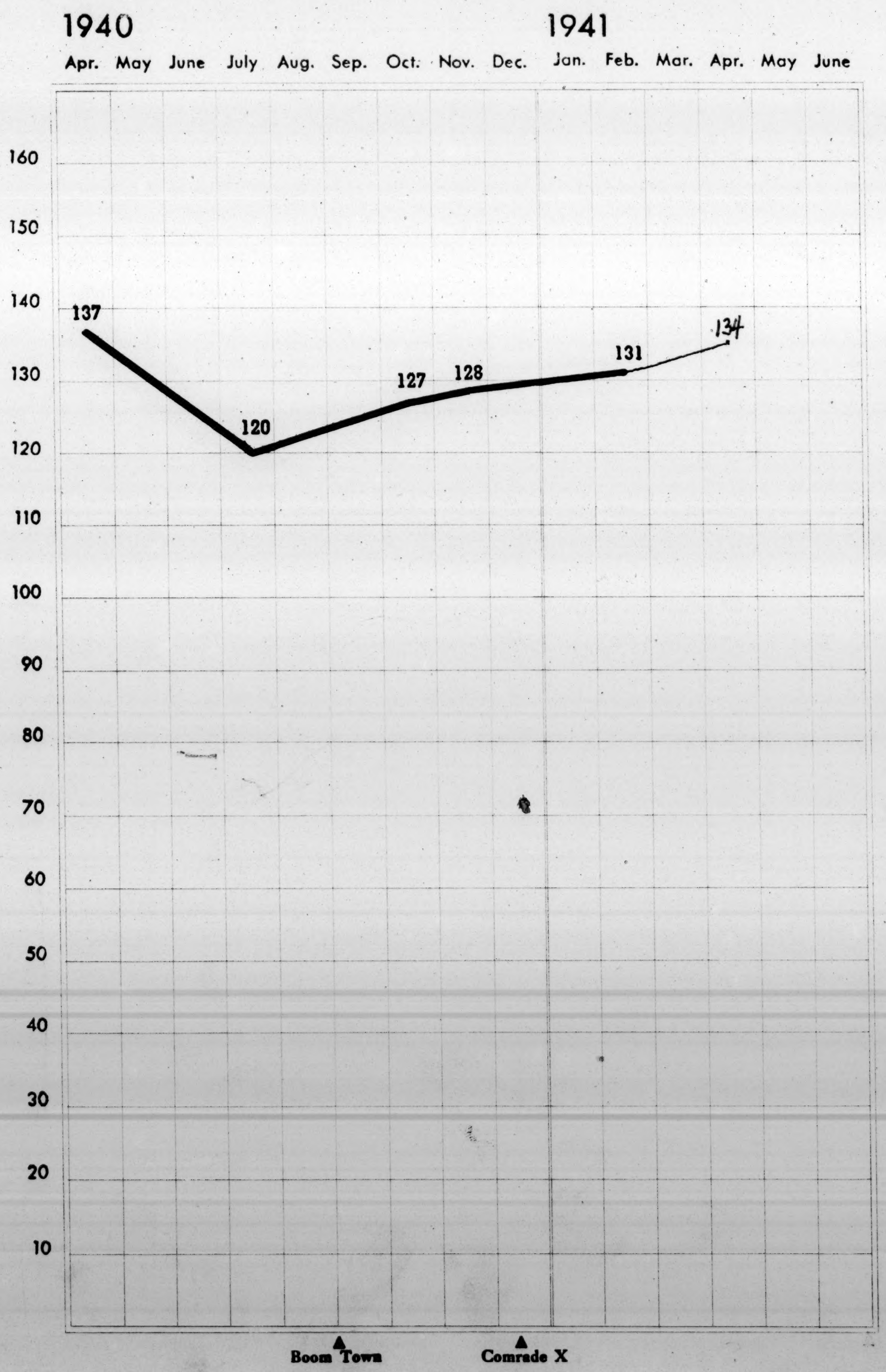


FONTAINE, Joan (101)

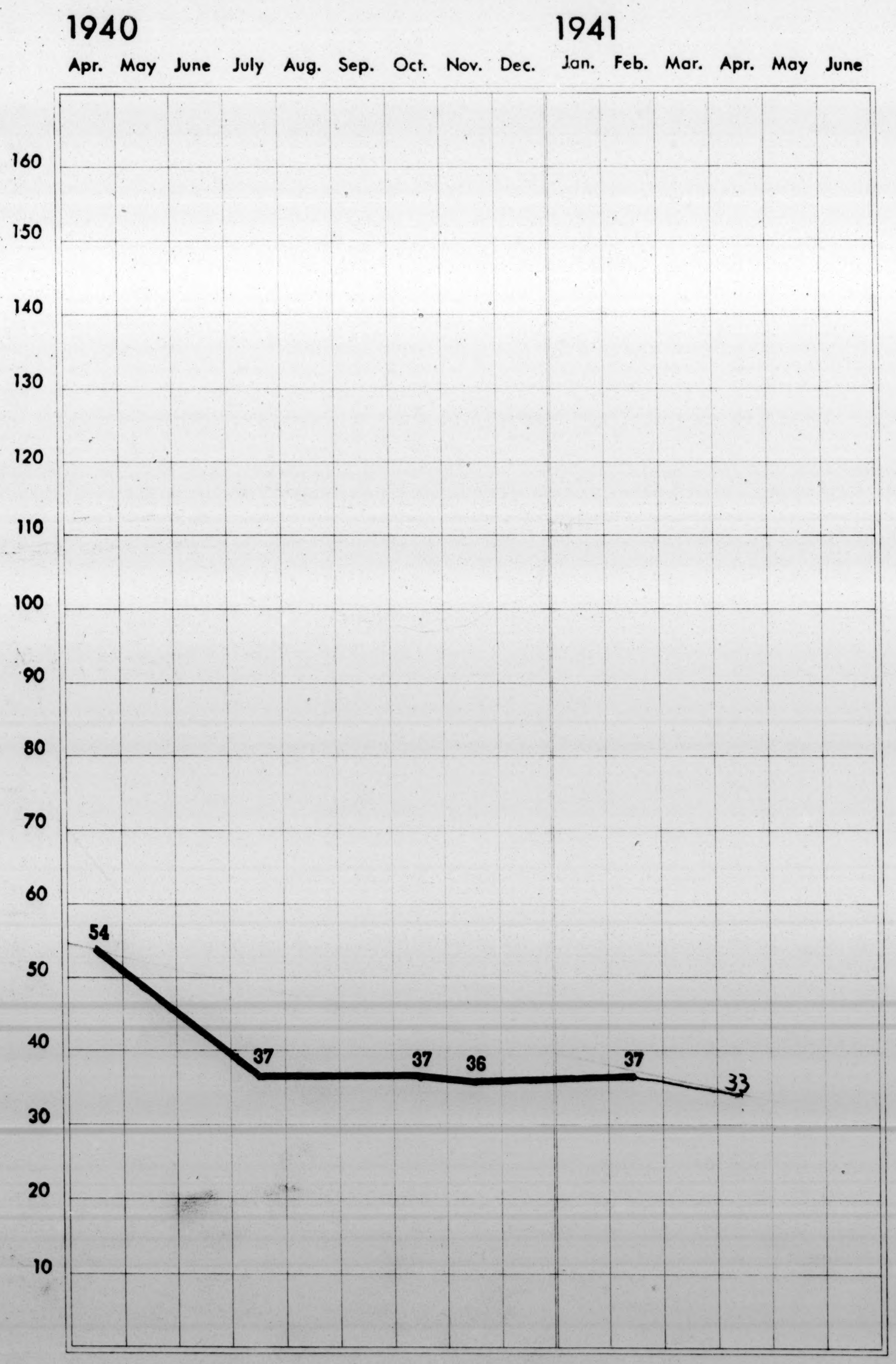


Out

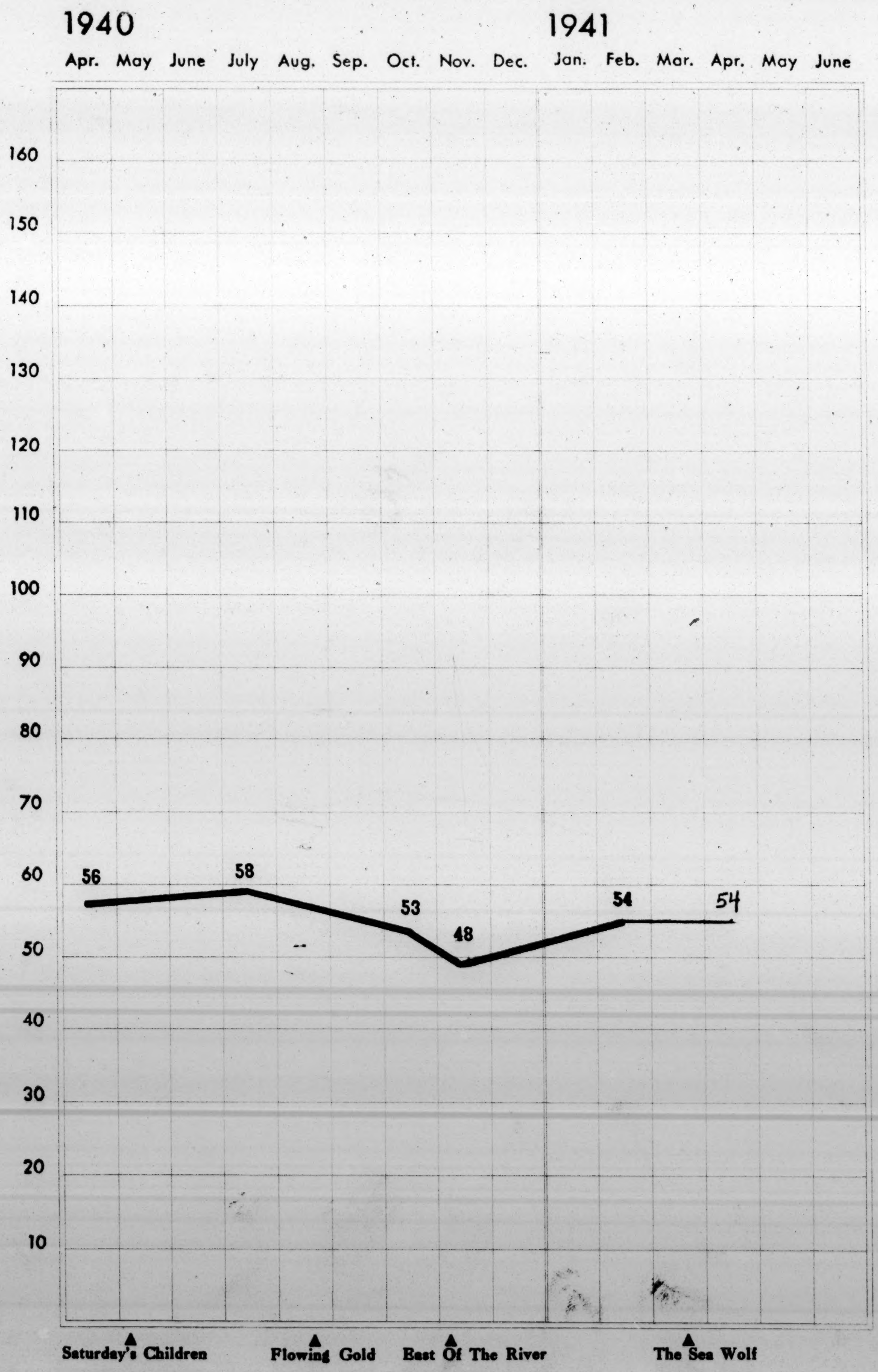
FRANCIS, Kay



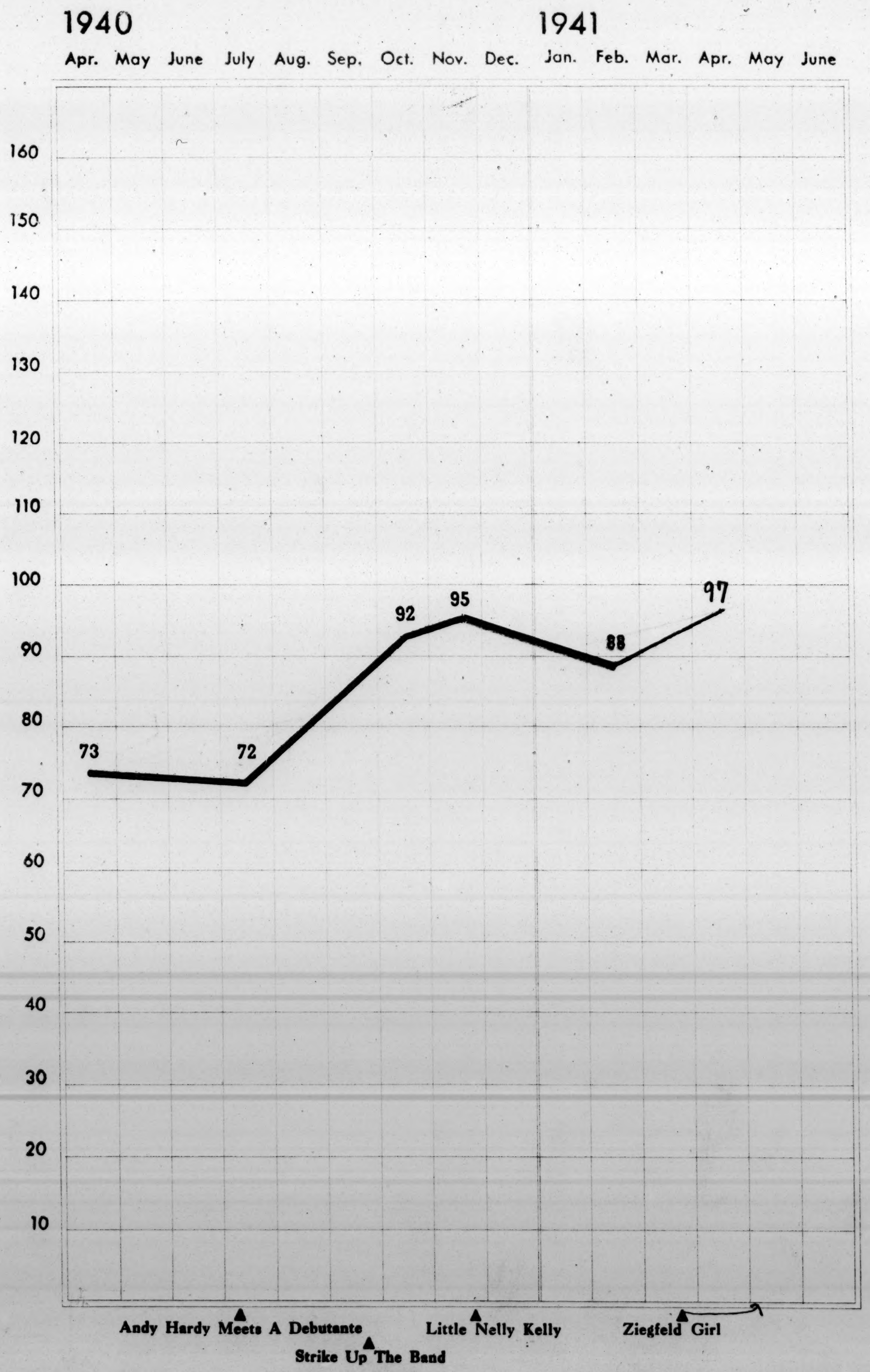
GABLE, Clark (5)



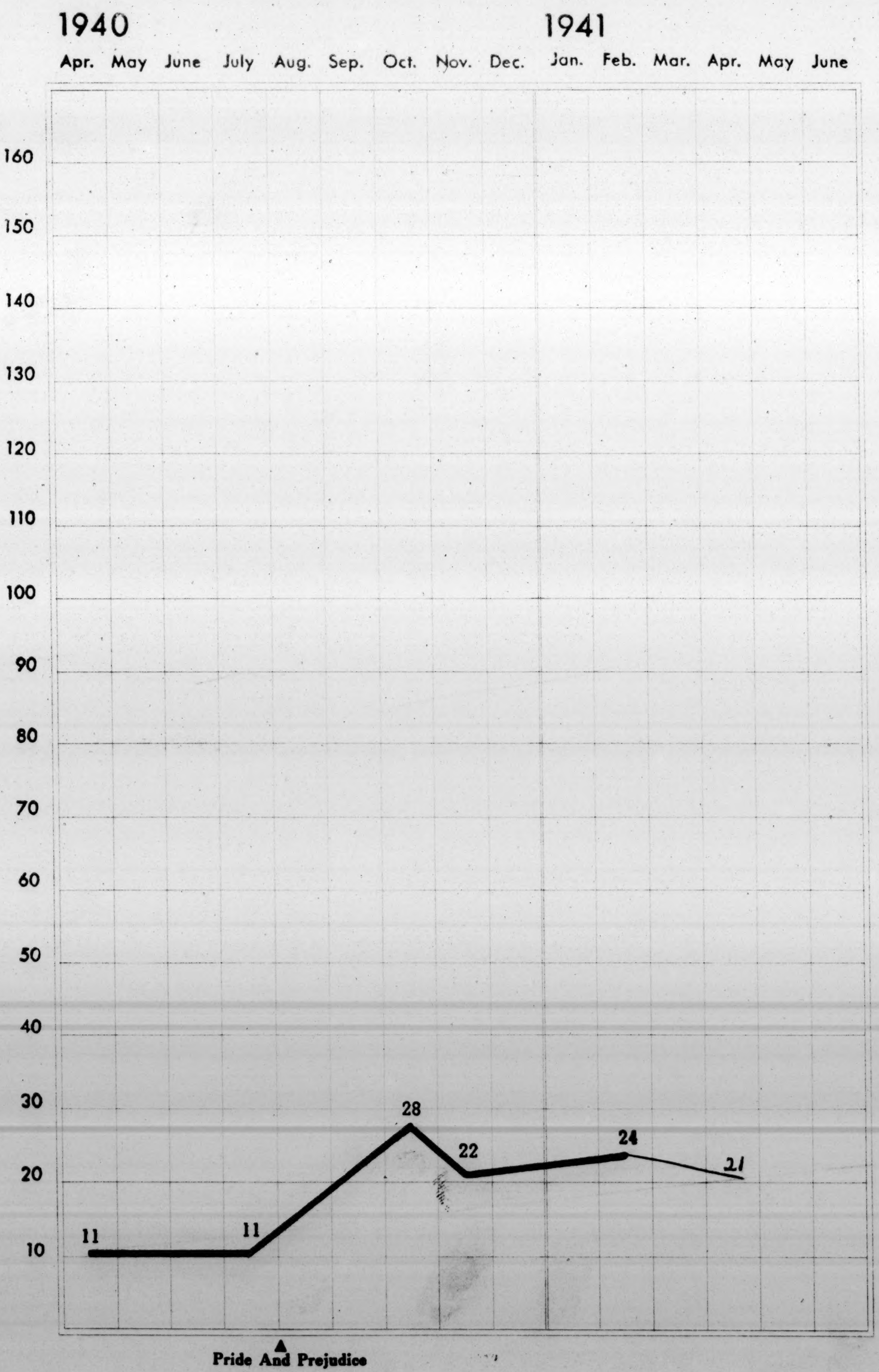
GARBO, Greta (65)



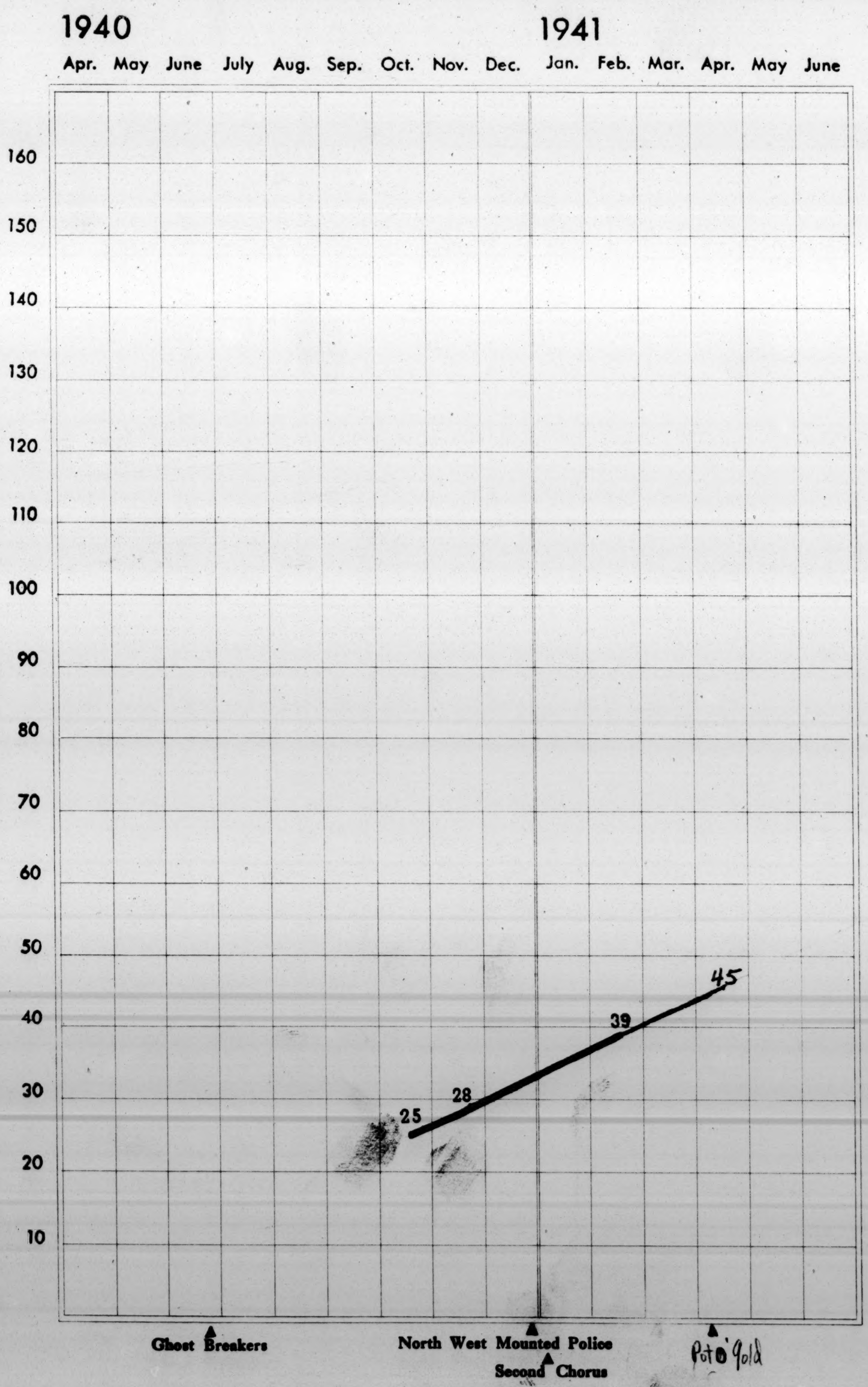
GARFIELD, John (42)



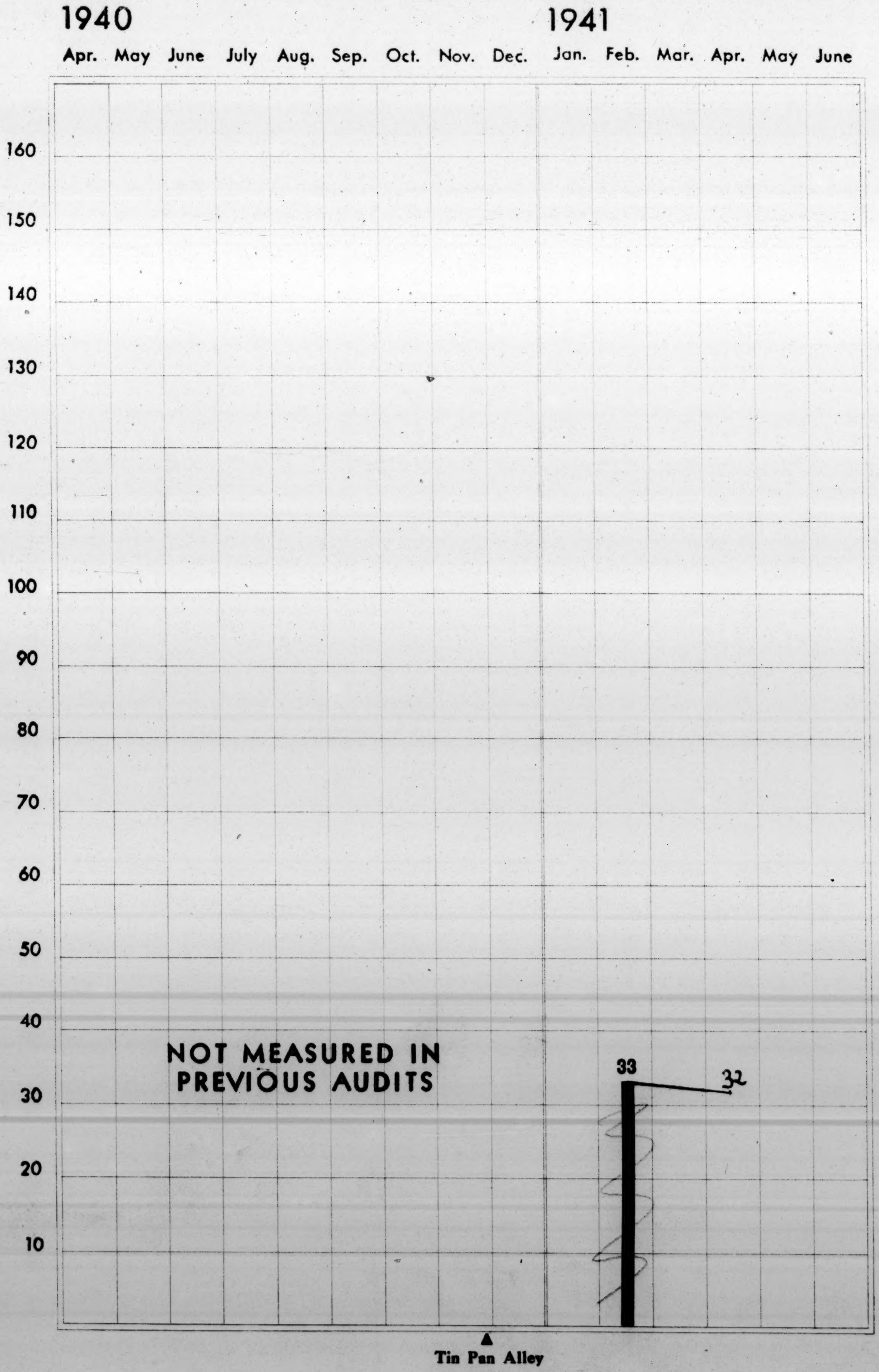
GARLAND, Judy (7)



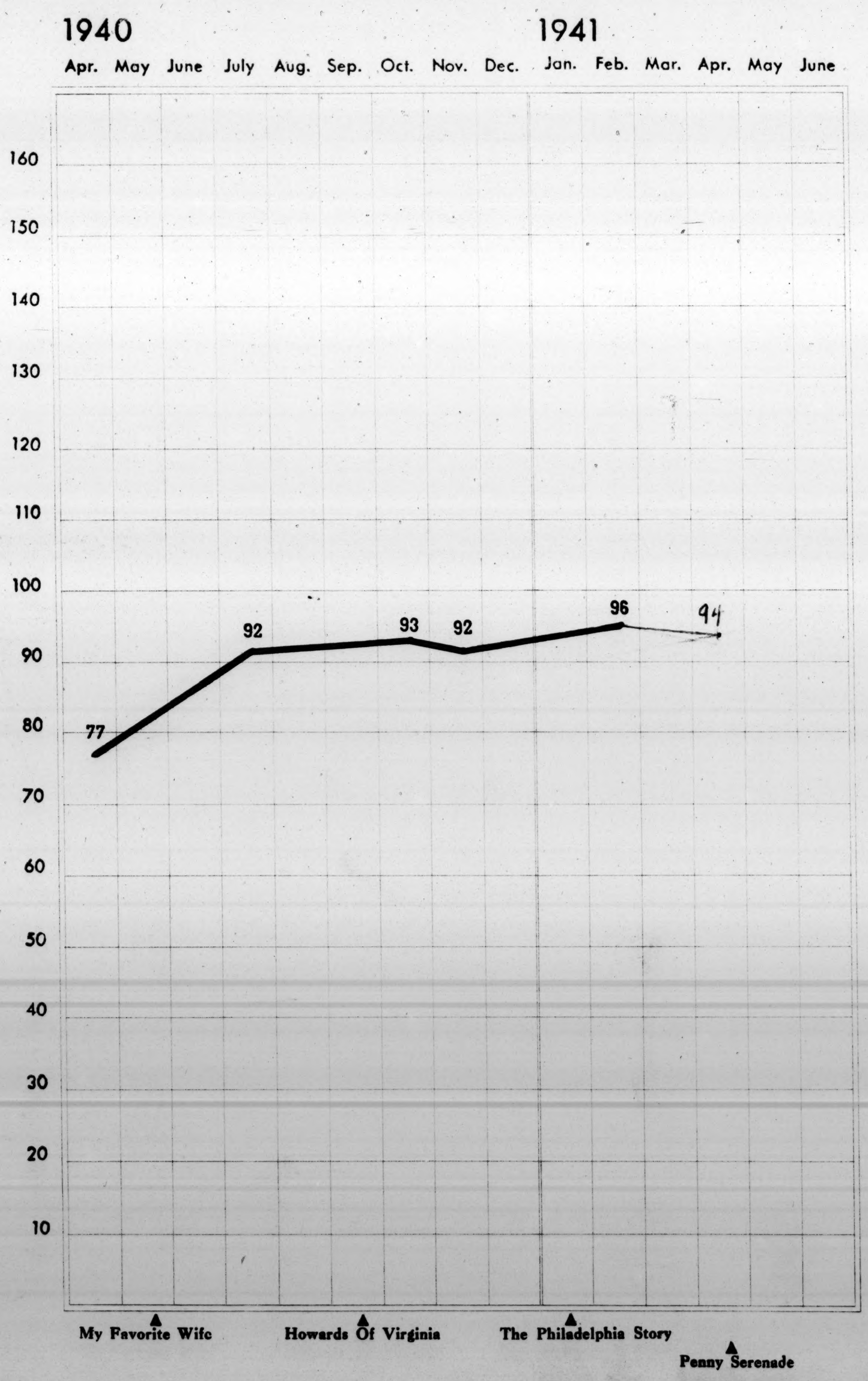
GARSON, Greer (93)



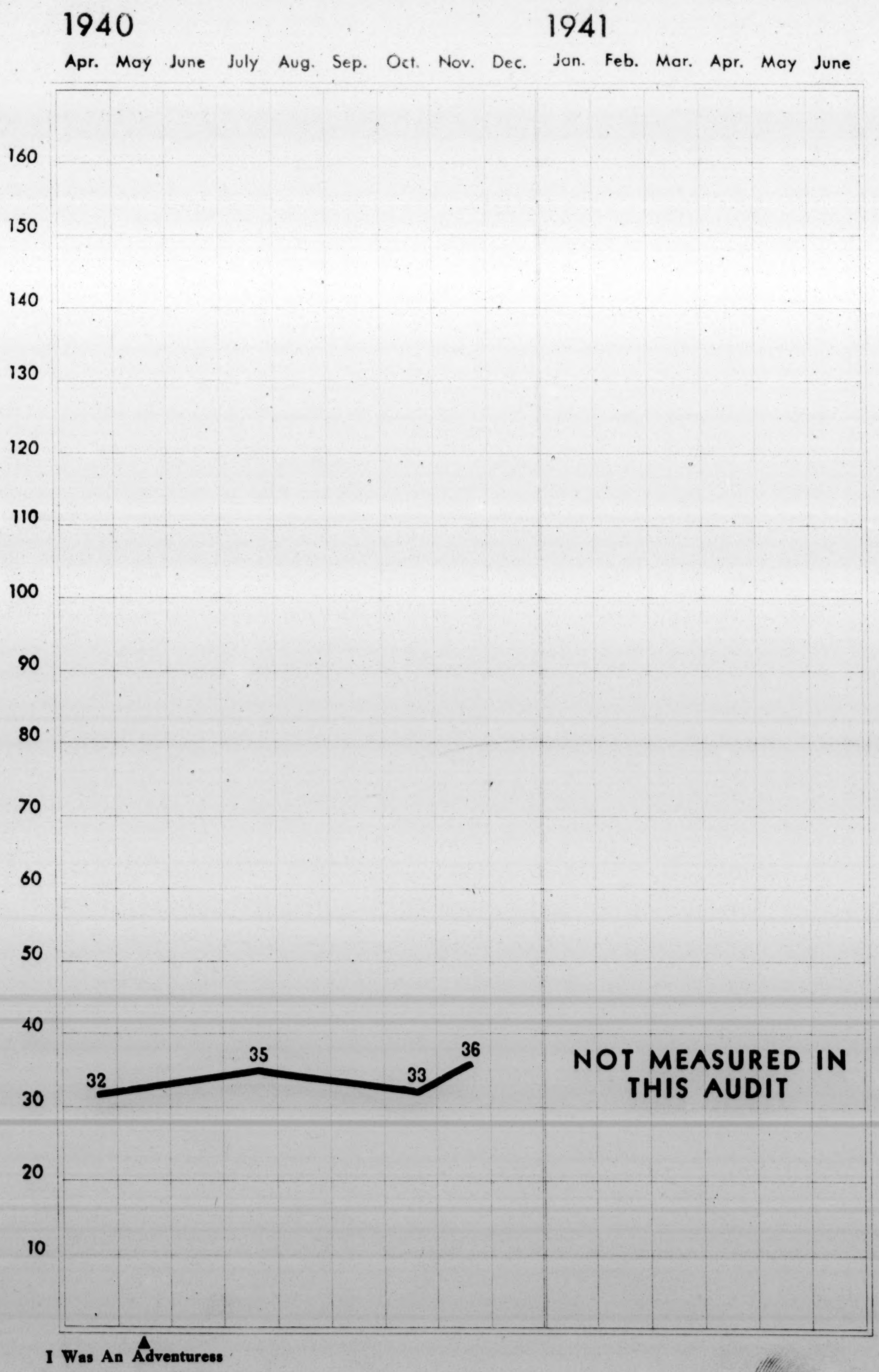
GODDARD, Paulette (56)



GRABLE, Betty (68)



GRANT, Cary (10)



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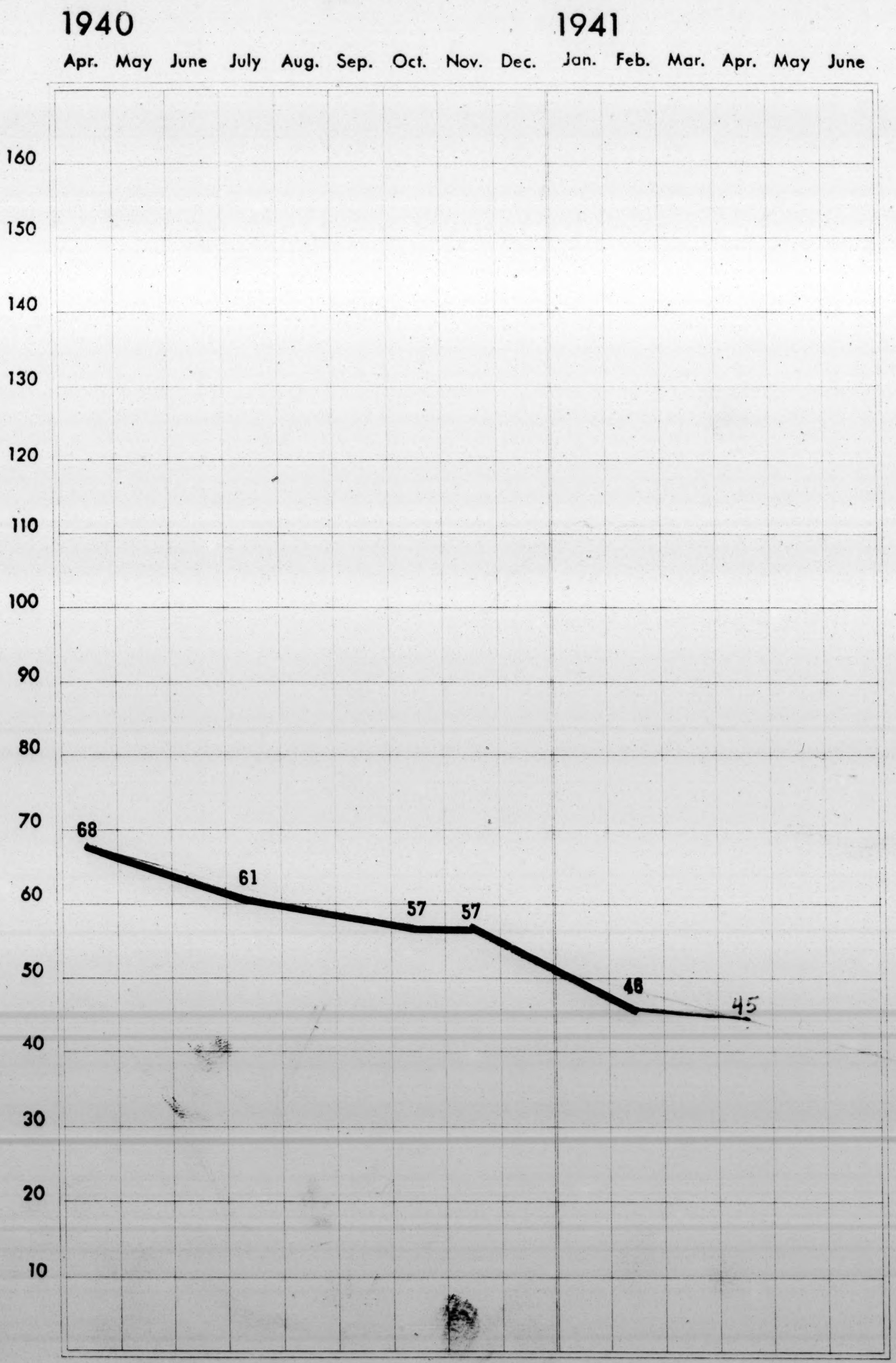
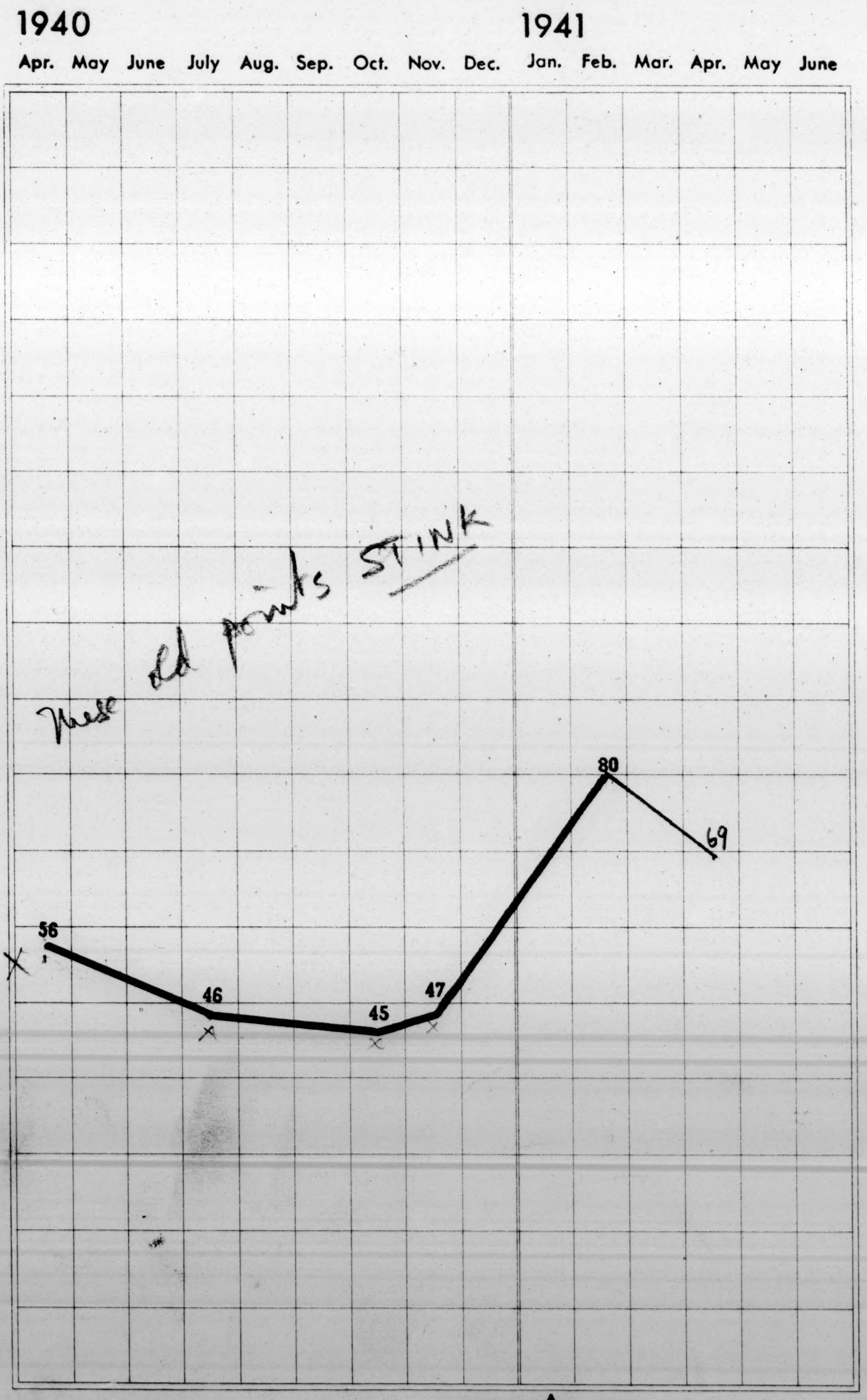
GREENE, Richard



SUN VALLEY SERENADE

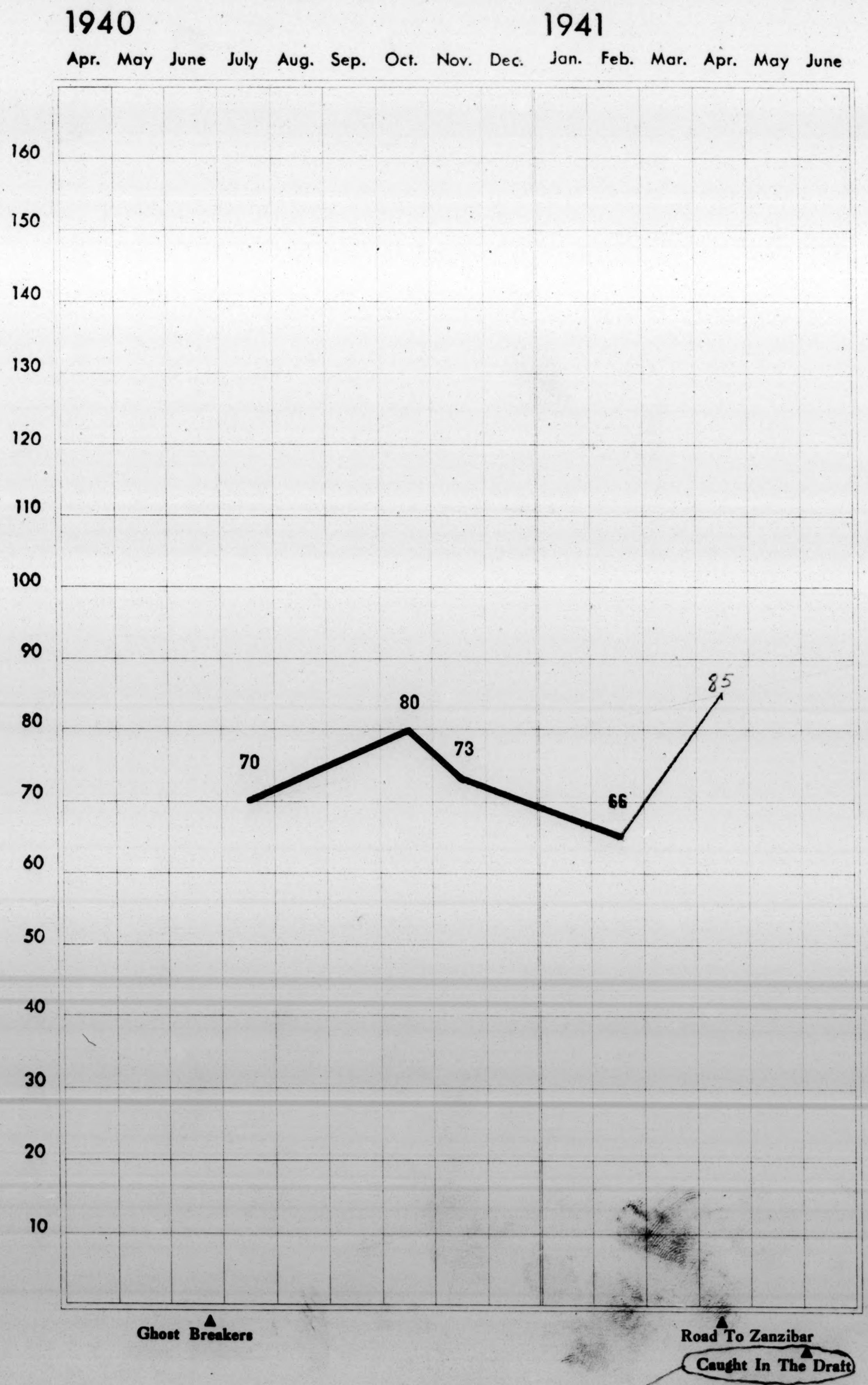
HENIE, Sonja (56)



These old points STINK

The Philadelphia Story

HEPBURN, Katharine (23)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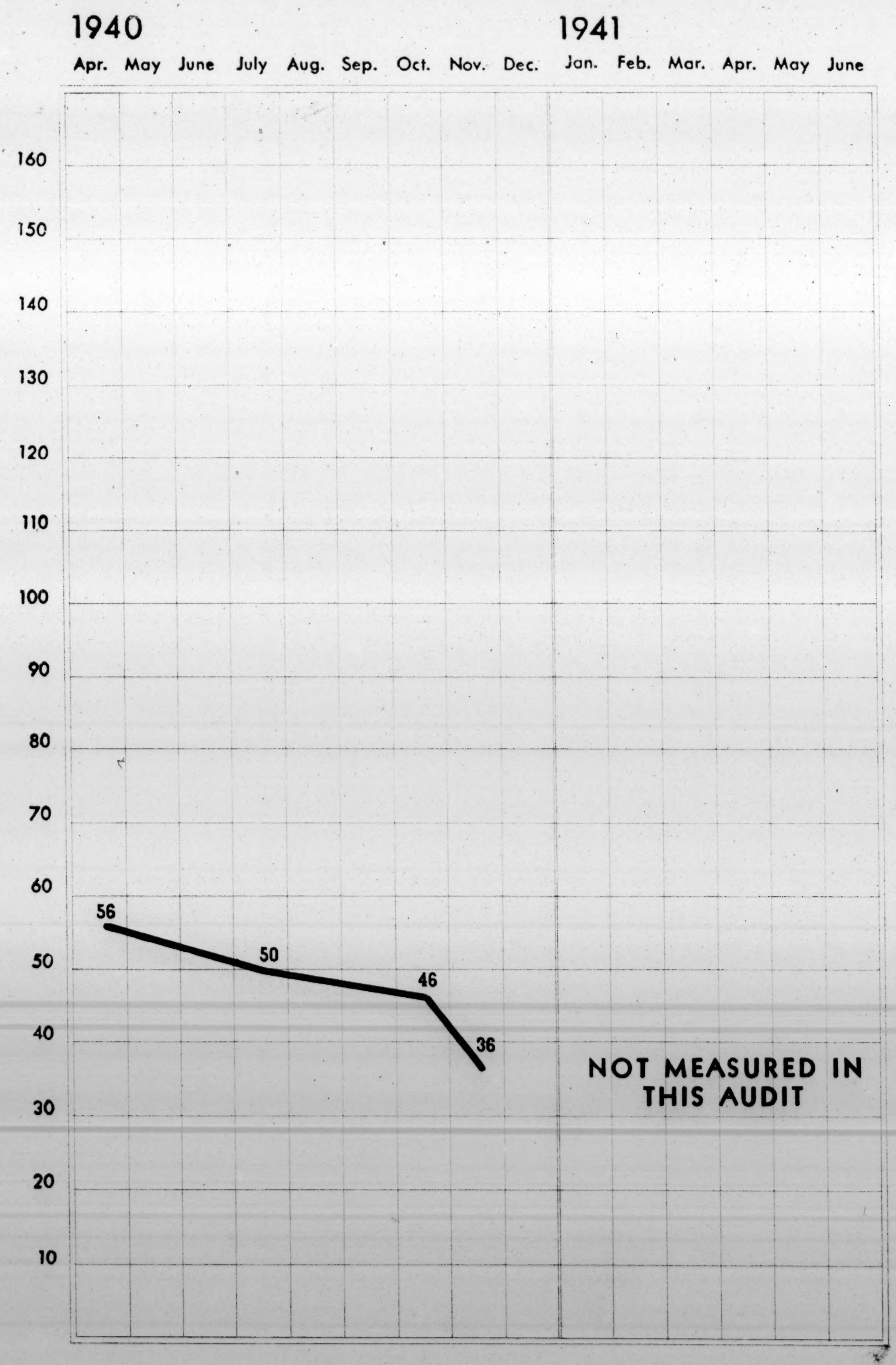
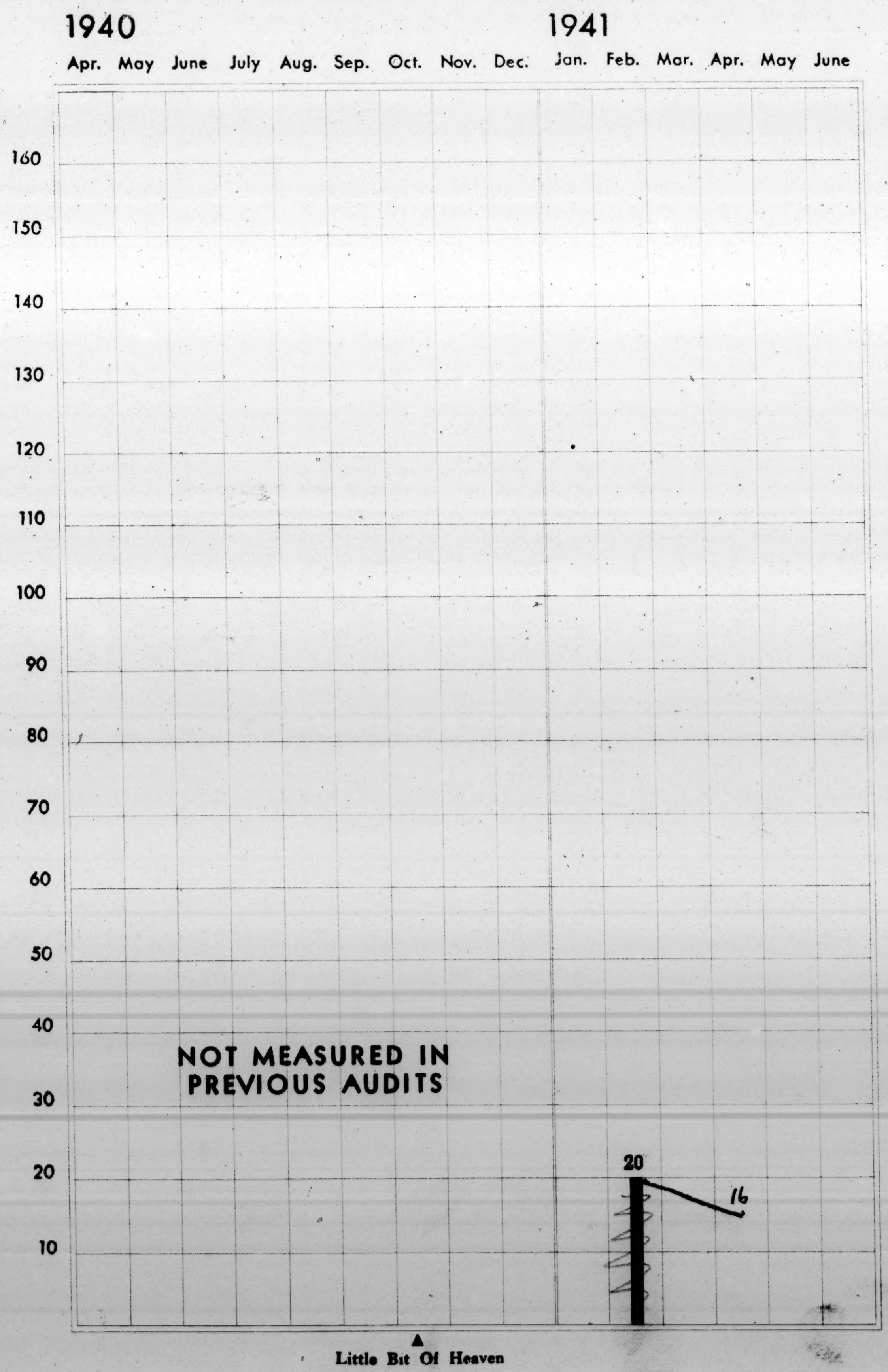
Ghost Breakers
Road To Zanzibar
Caught In The Draft

HOPE, Bob (13)

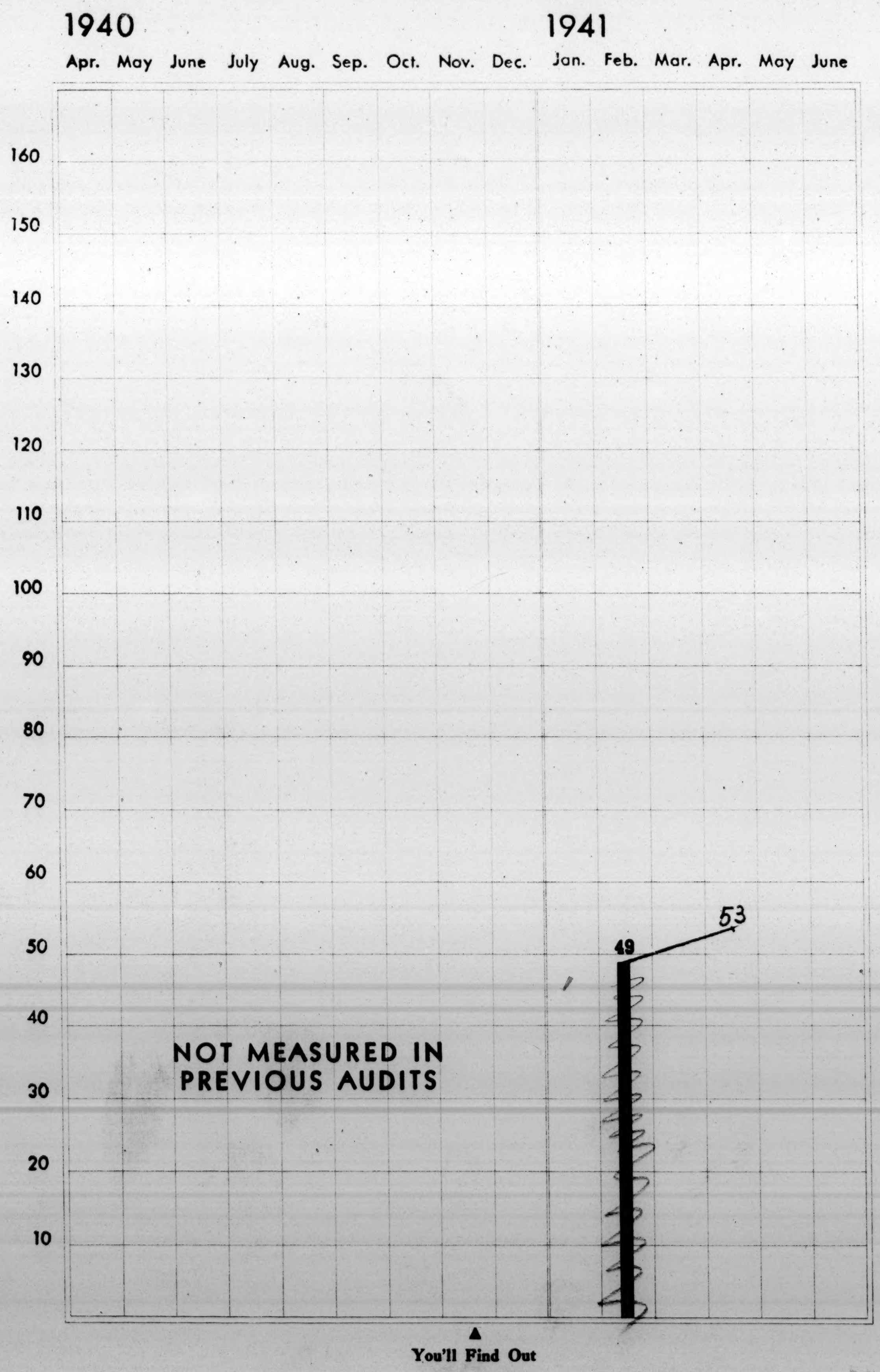


Out

HOWARD, Leslie



JEAN, Gloria (104)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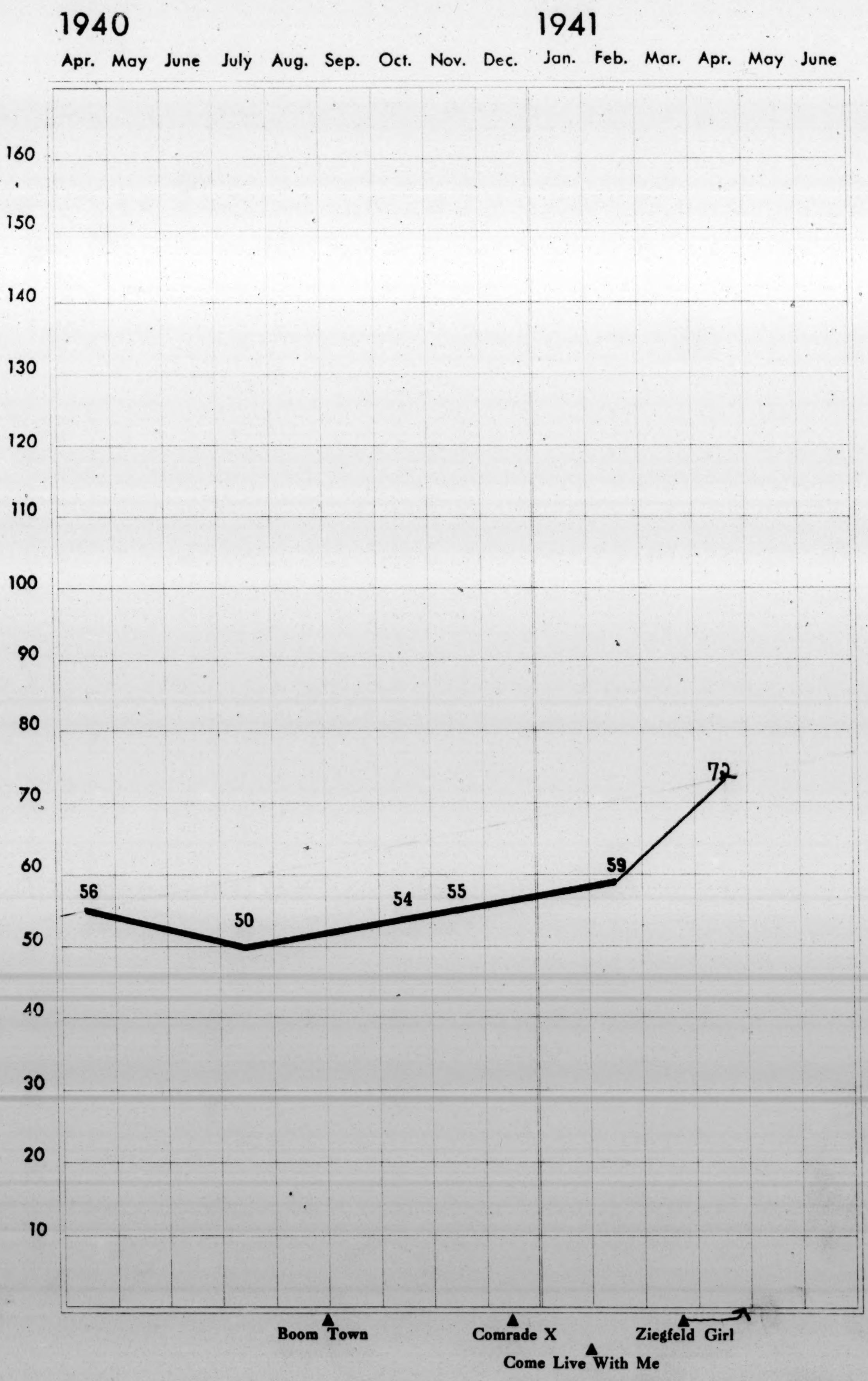
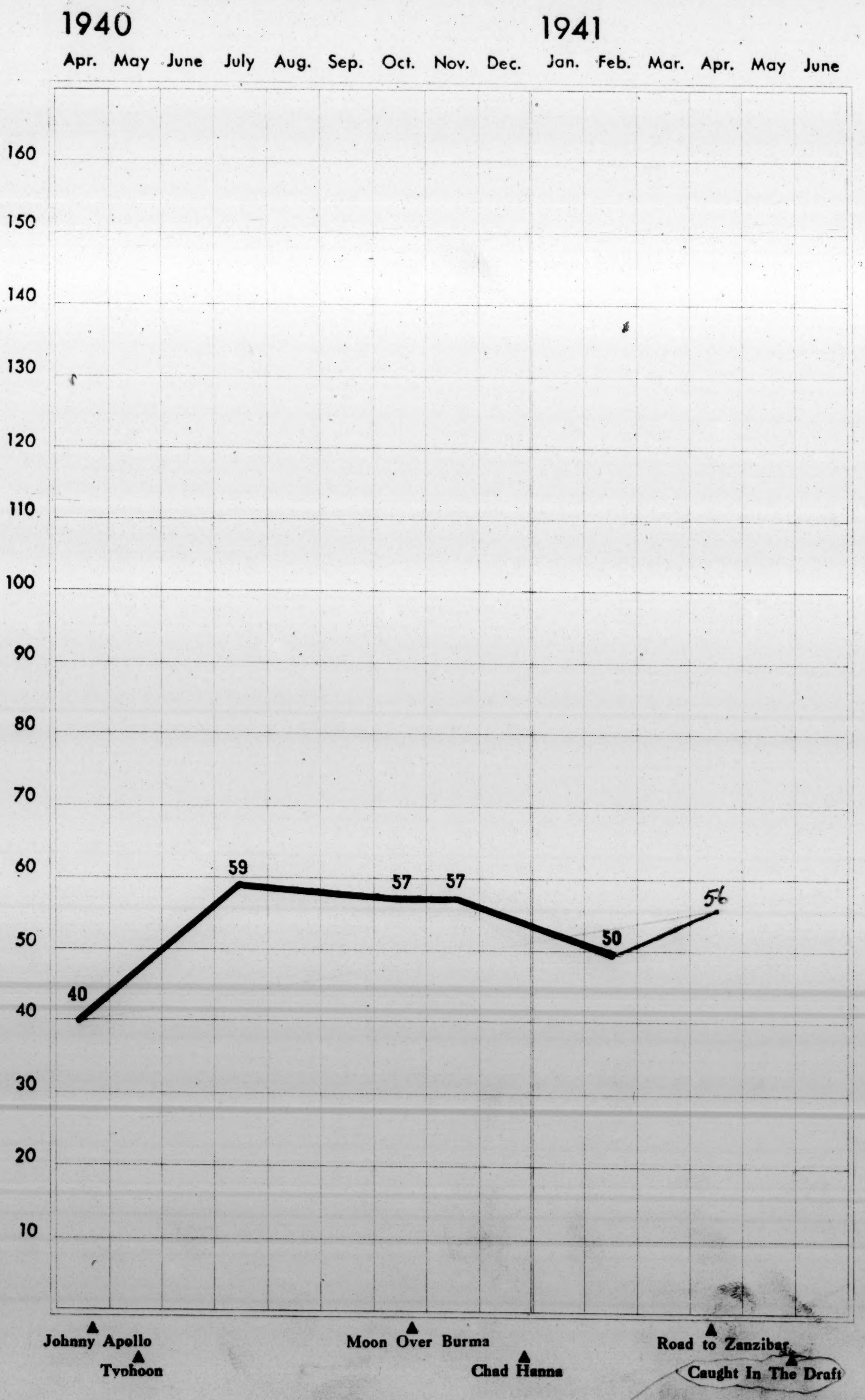
53
NOT MEASURED IN PREVIOUS AUDITS
You'll Find Out

KYSER, Kay (45)



LAMARR, Hedy (19)

4 ✓



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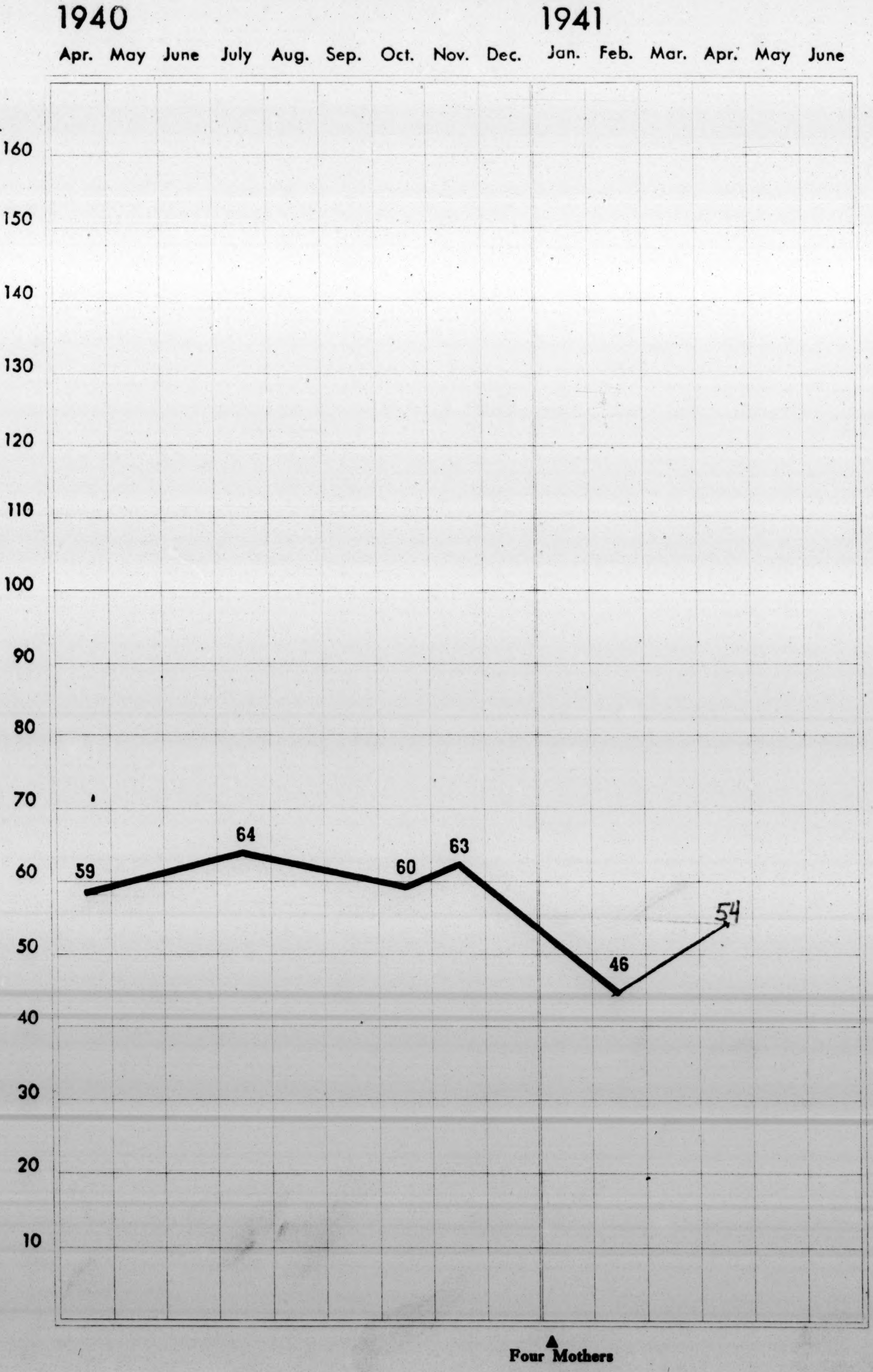
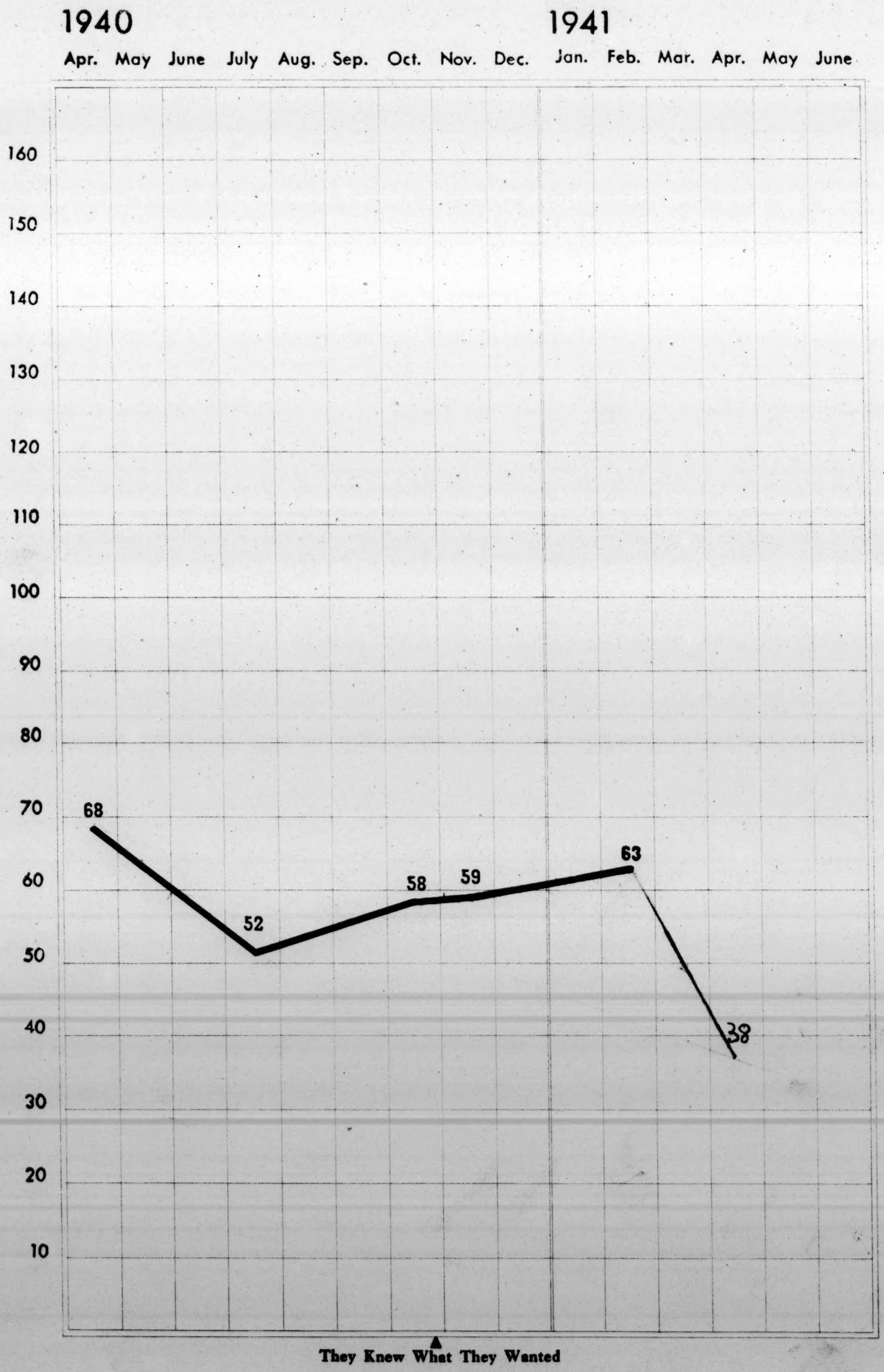
LAMOUR, Dorothy (40)

4

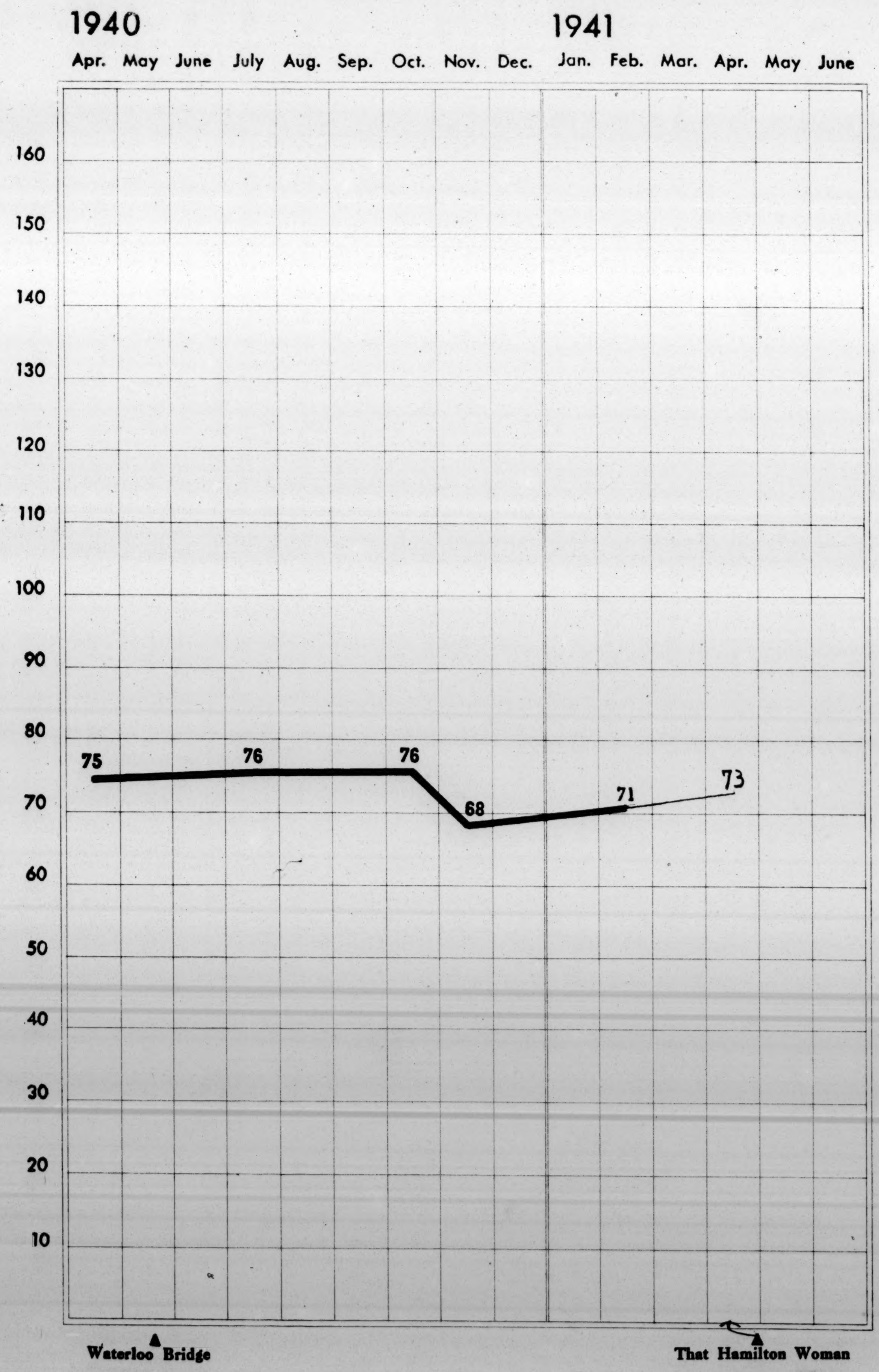


LANE, Priscilla (42)

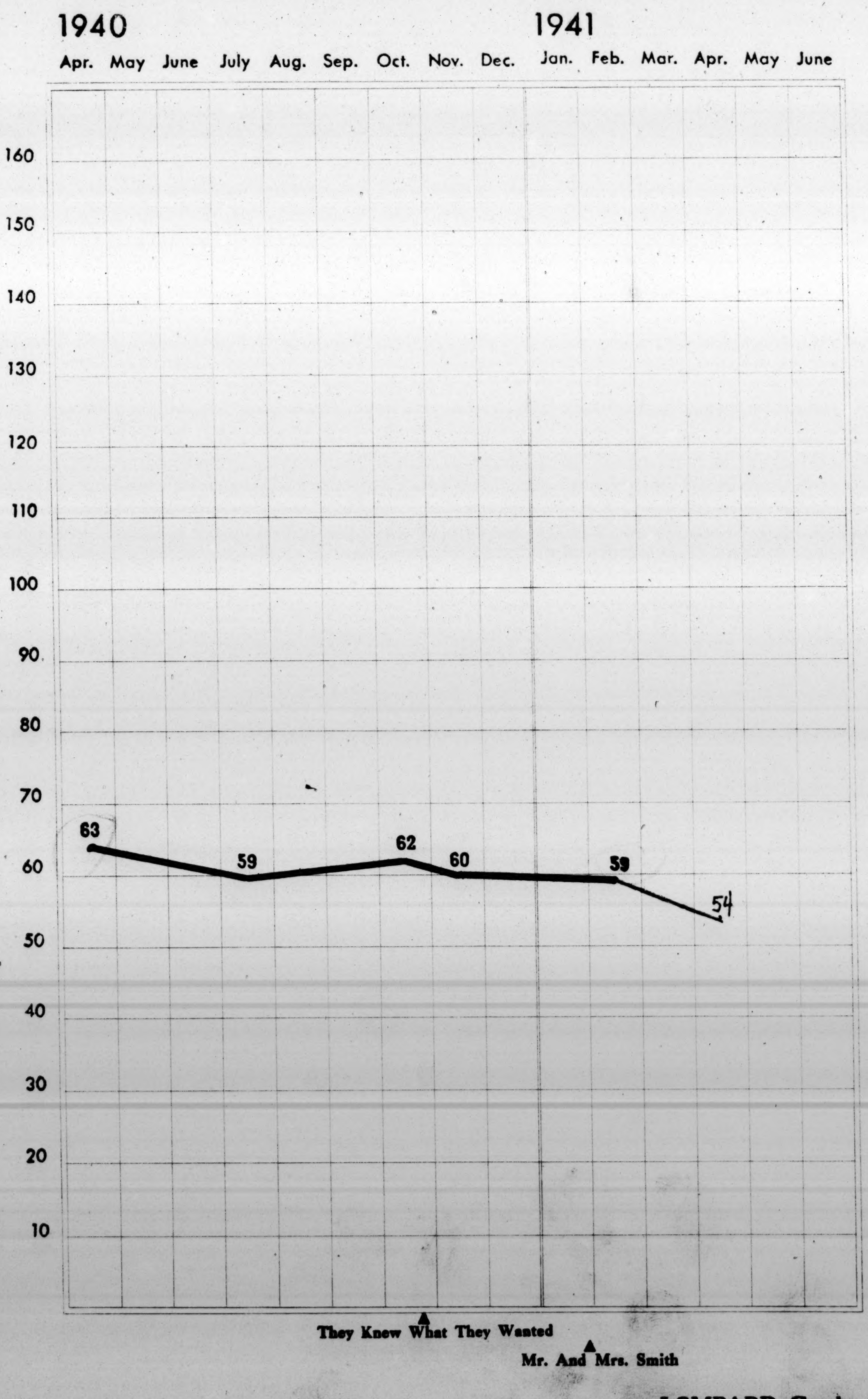
4



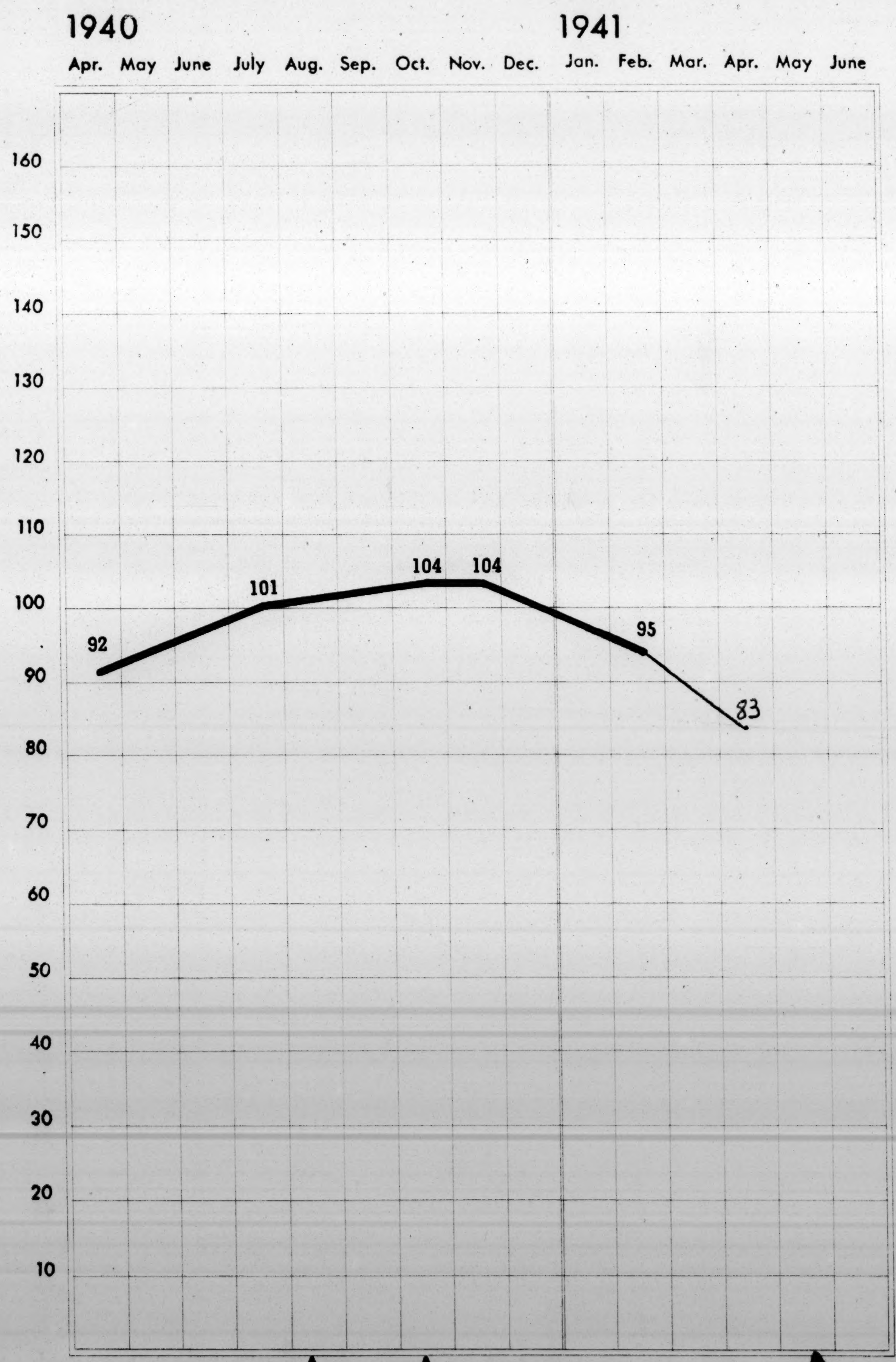
LAUGHTON, Charles (61)



LEIGH, Vivien (18)



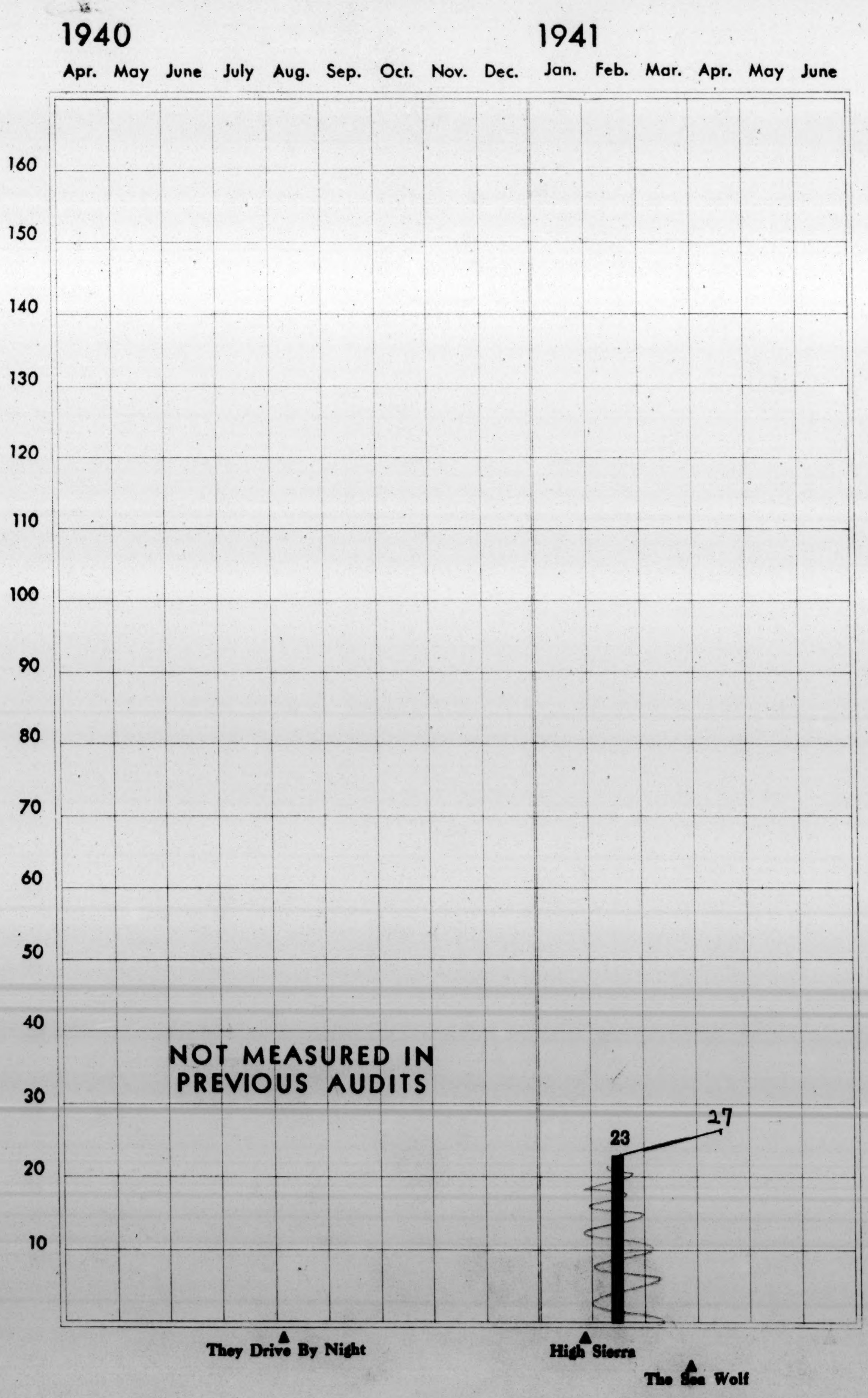
LOMBARD, Carole (42)



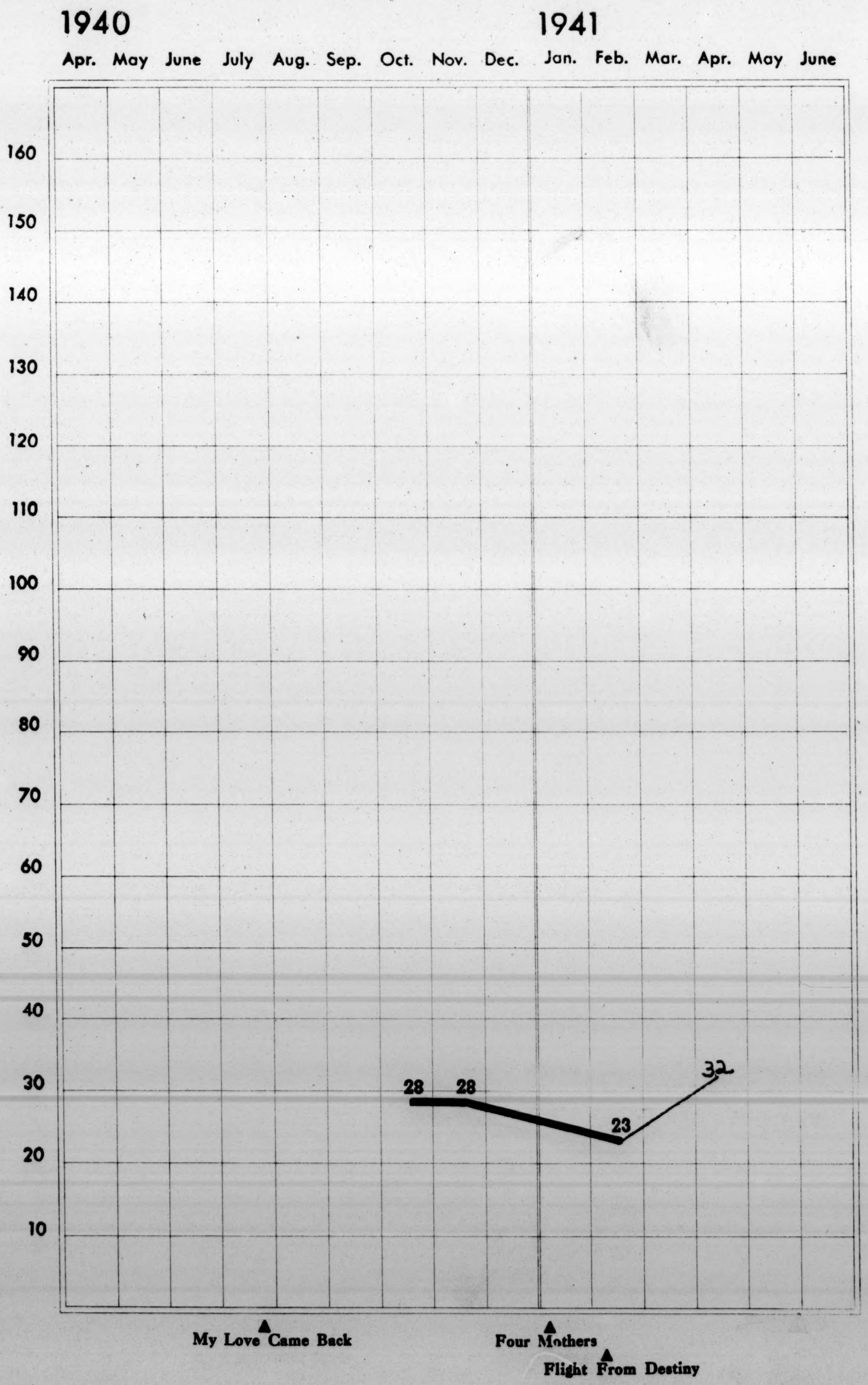
I Love You Again Third Finger, Left Hand

LOVE CRAZY

LOY, Myrna (14)



LUPINO, Ida (80)



LYNN, Jeffrey (68)

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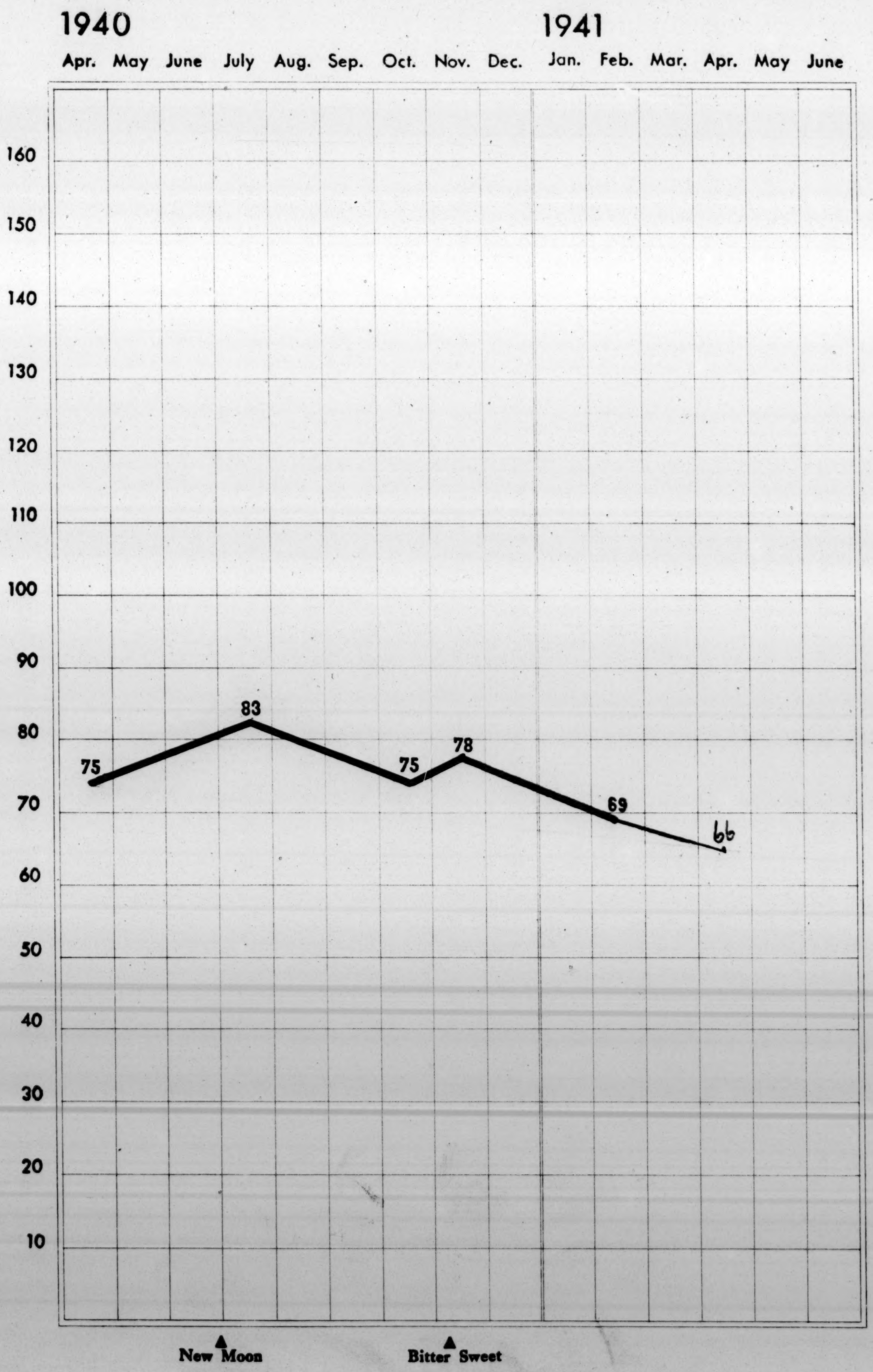
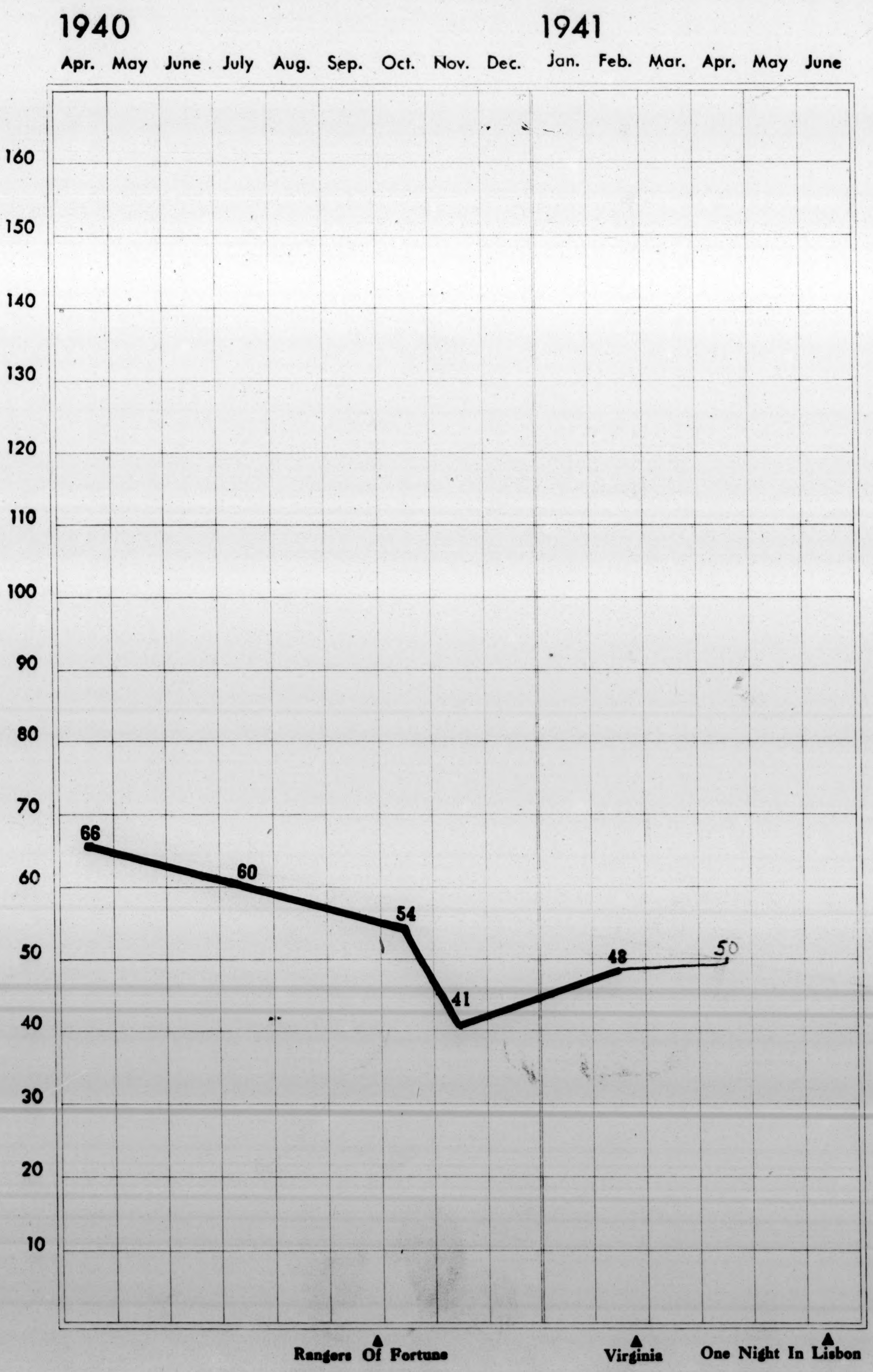


MacDONALD, Jeanette (27)



MacMURRAY, Fred (48)

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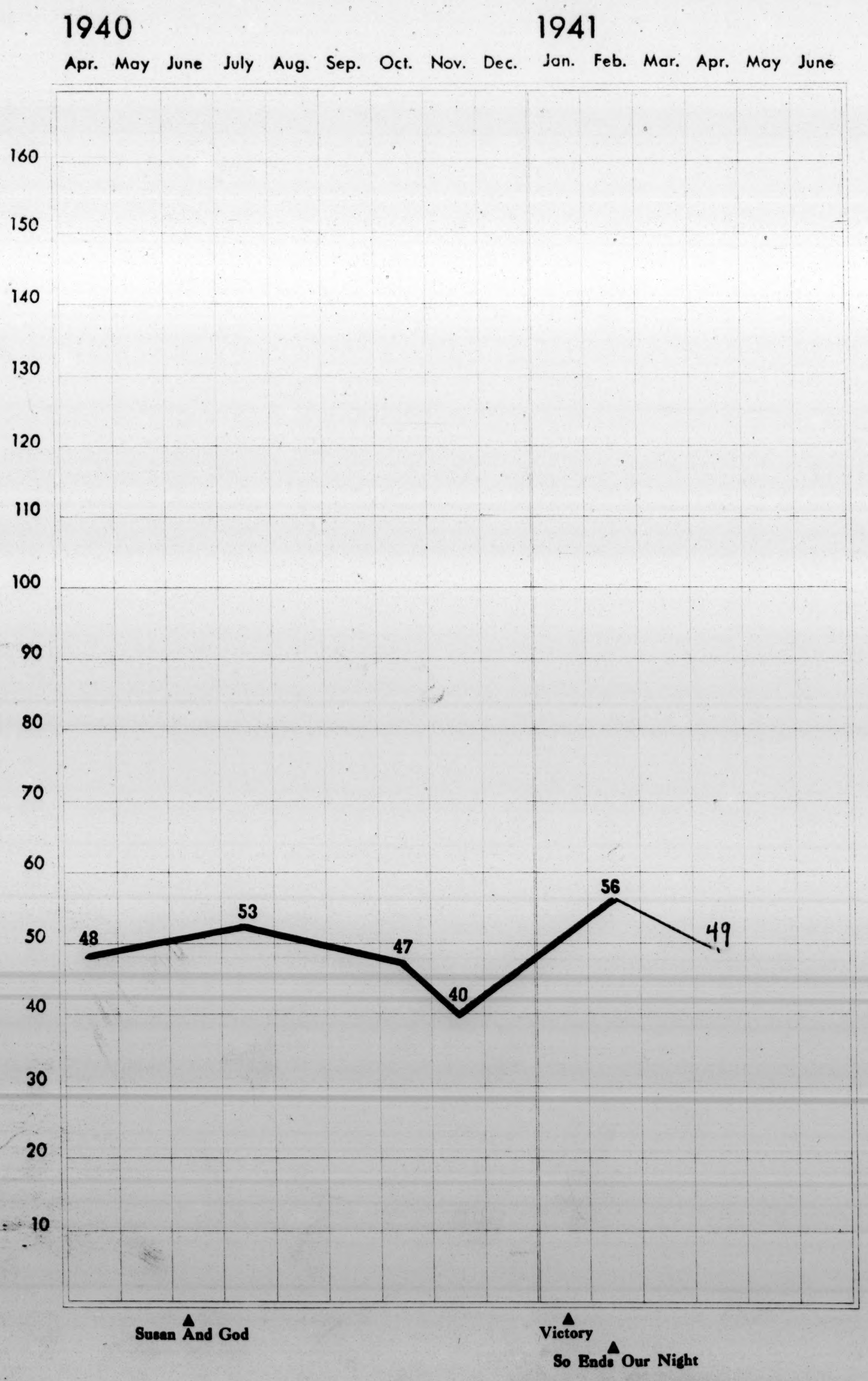
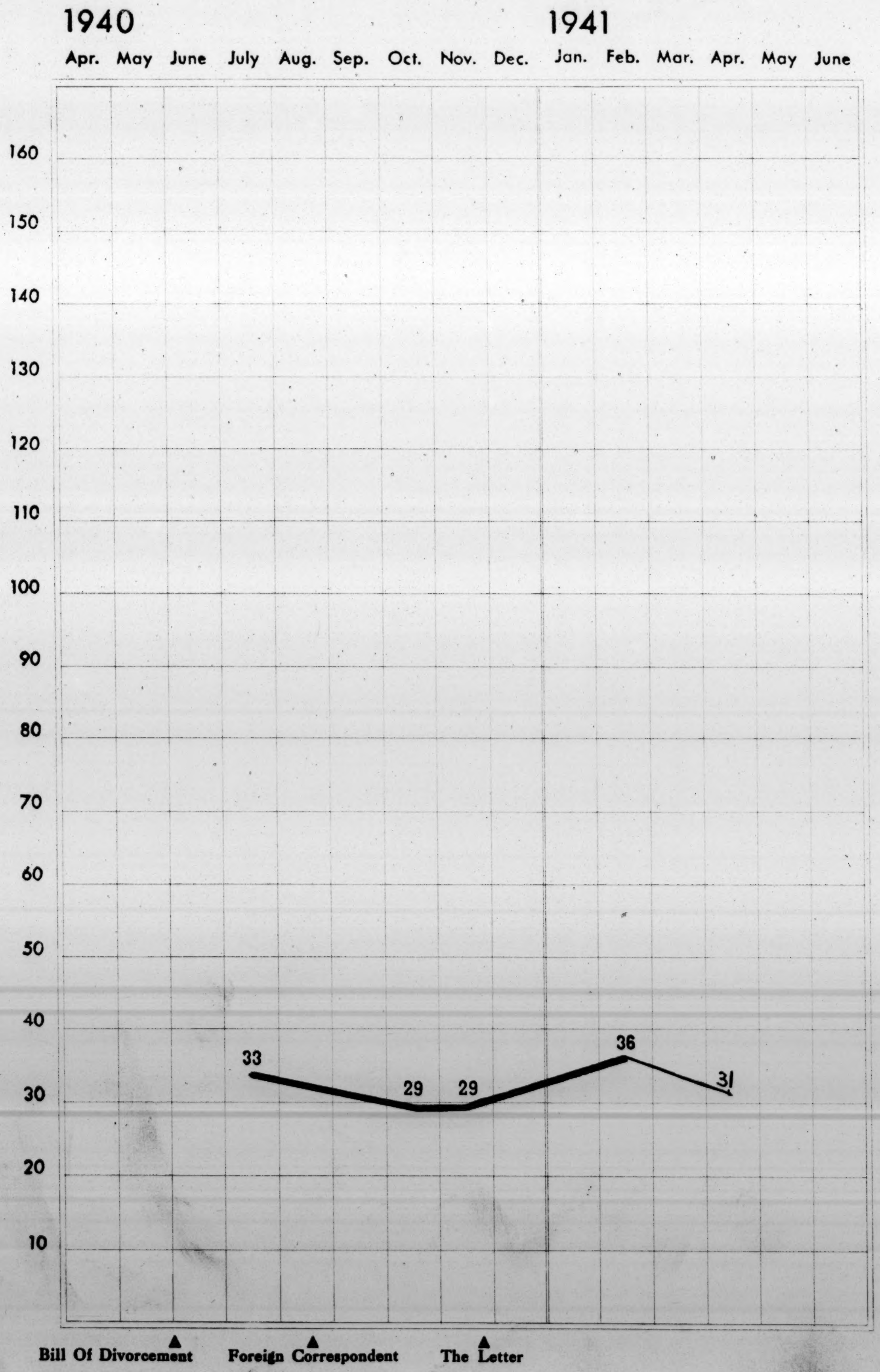
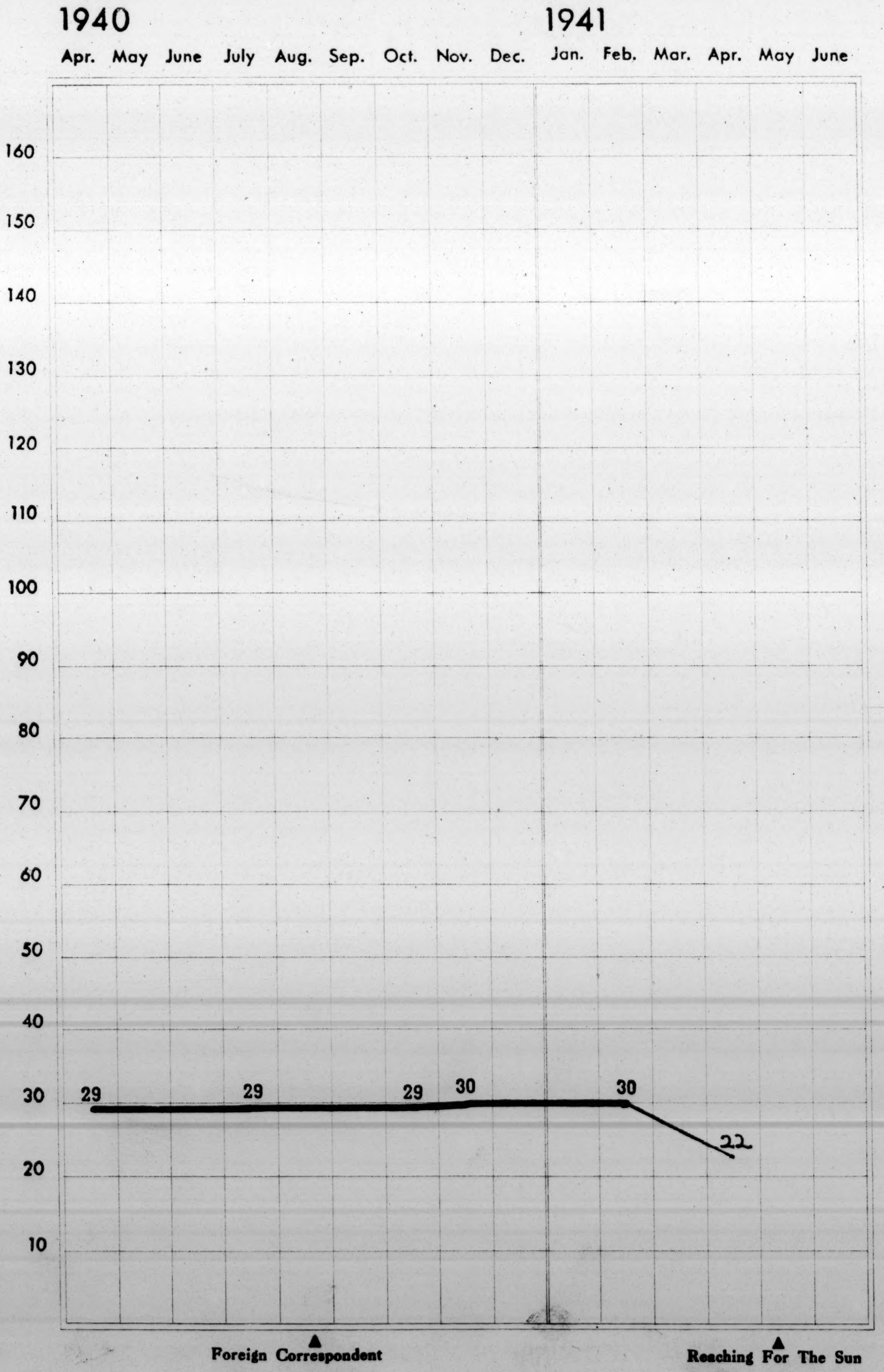


MARCH, Fredric (54)

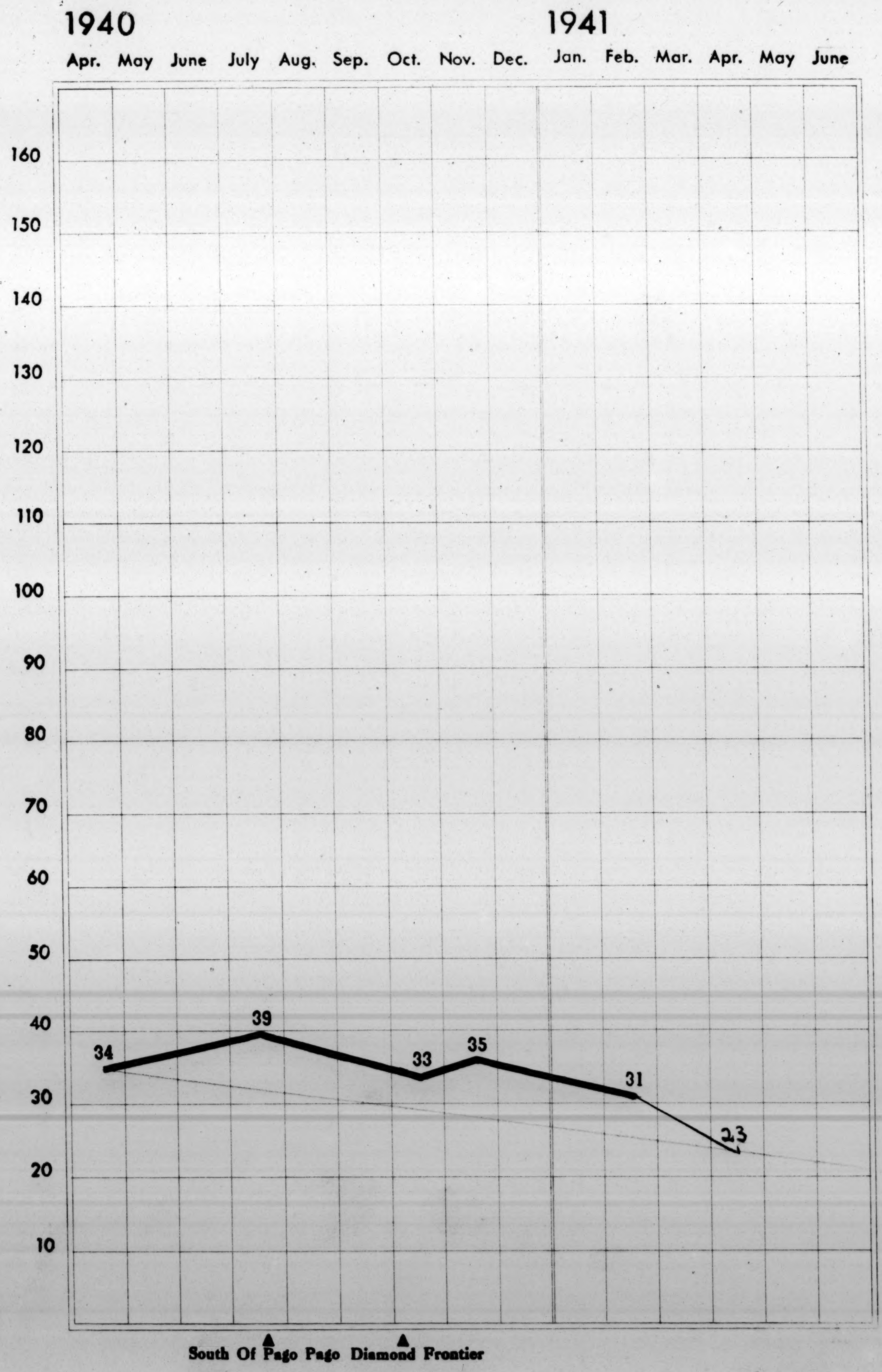


MARSHALL, Herbert (74)

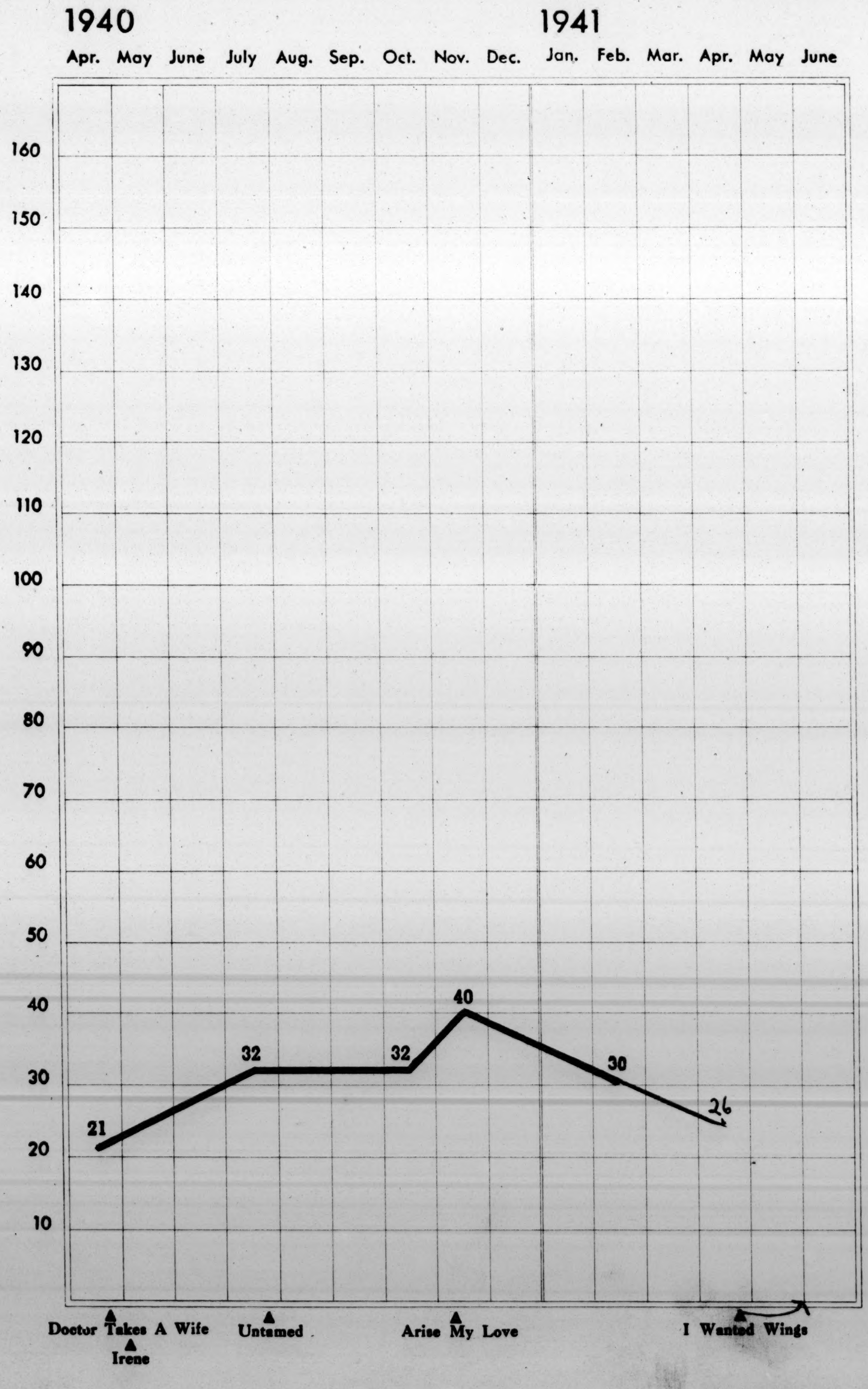


McCREA, Joel (91)

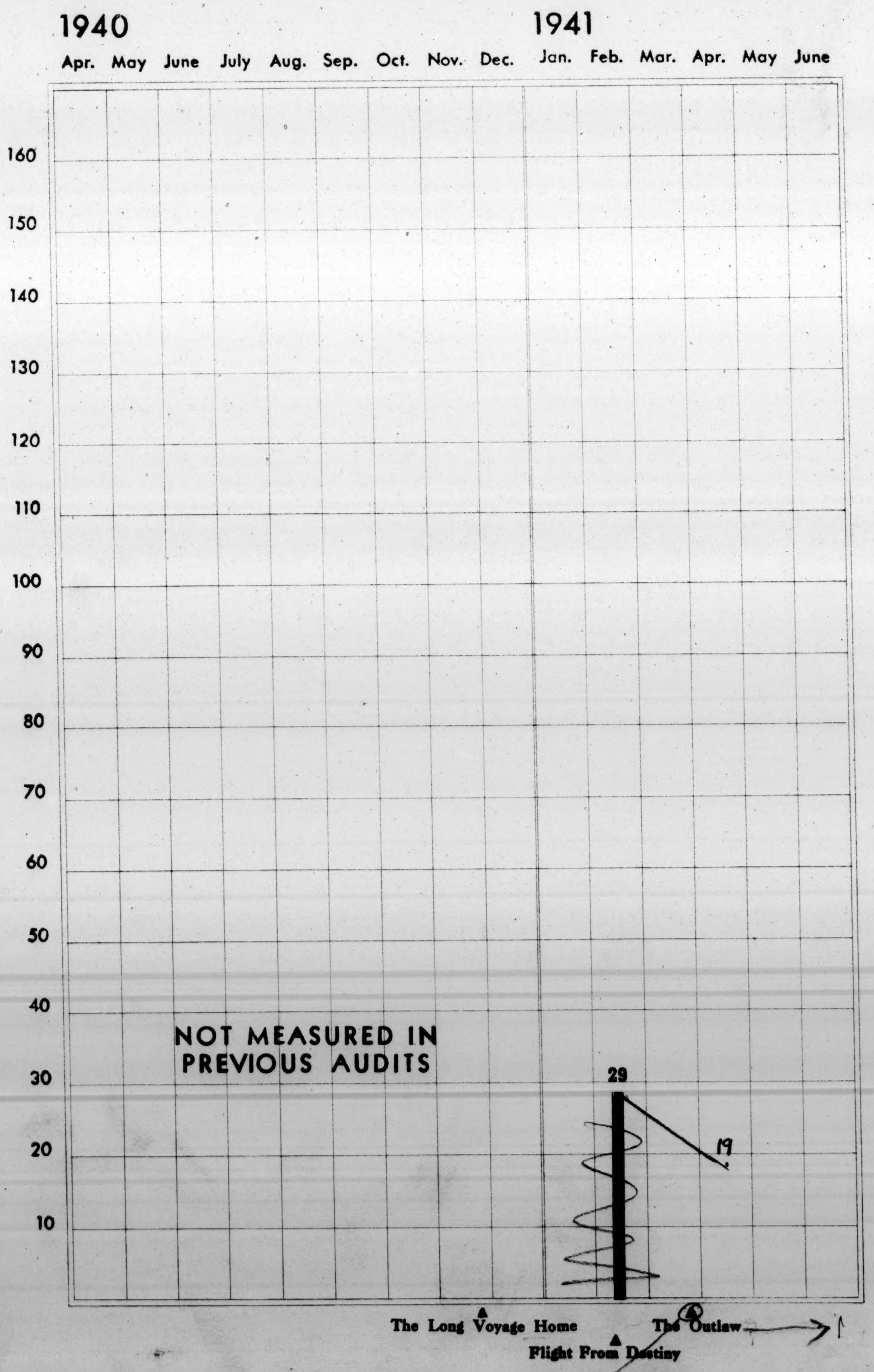
4



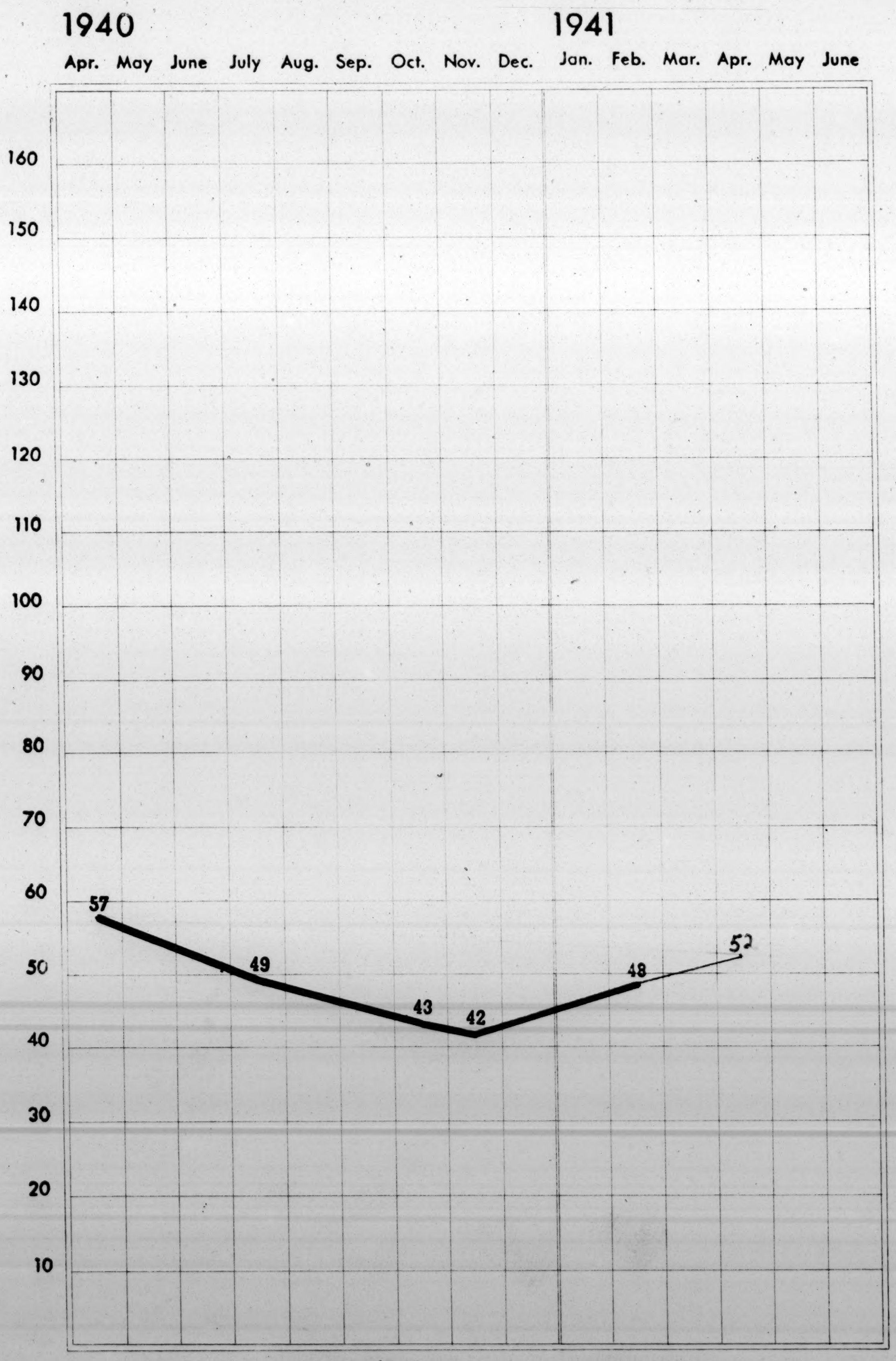
McLAGLEN, Victor (89)



MILLAND, Ray (81)



MITCHELL, Thomas (99)



~~Haunted Honeymoon~~

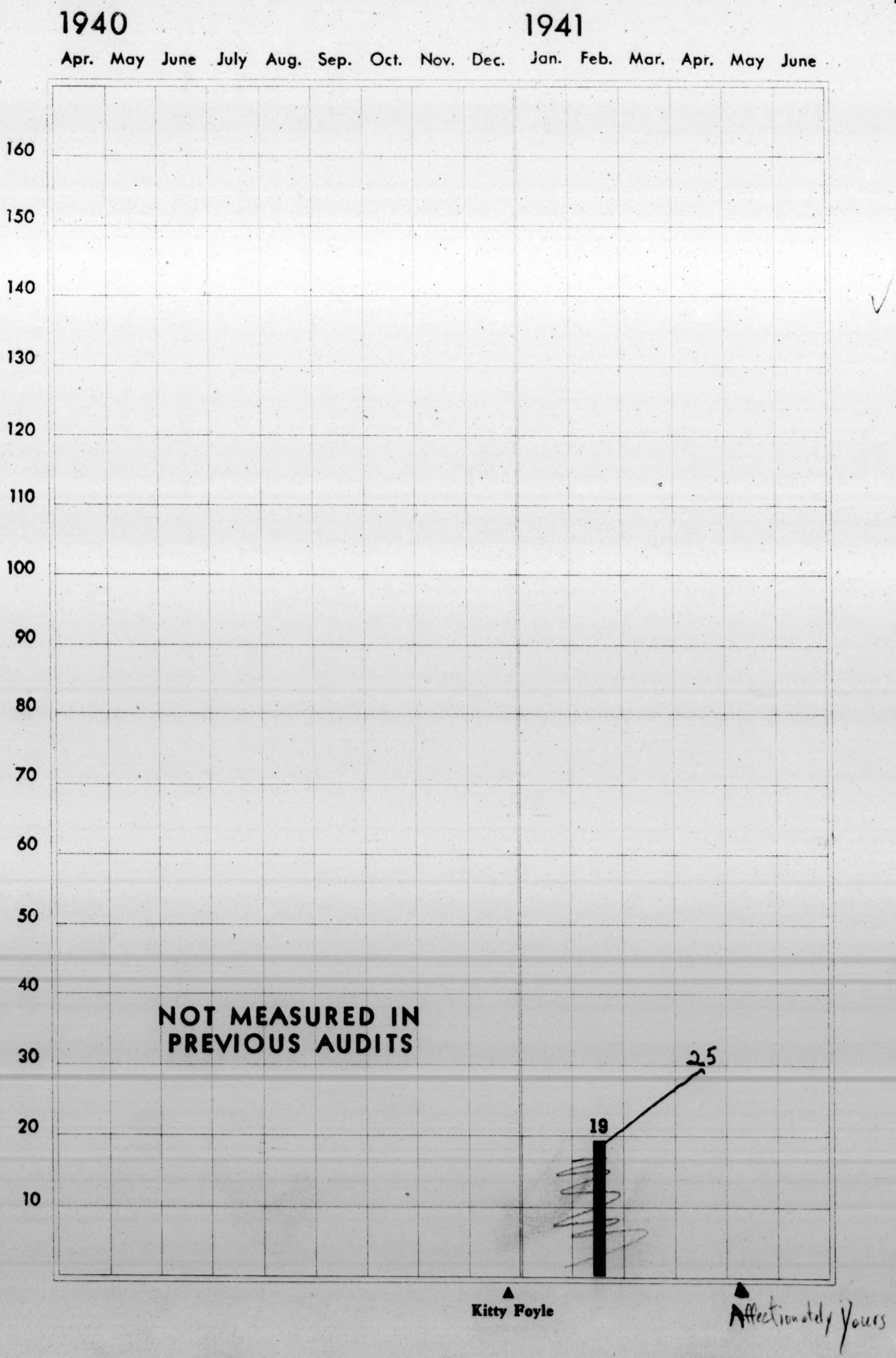
EARL OF CHICAGO

Mr. & Mrs. Smith

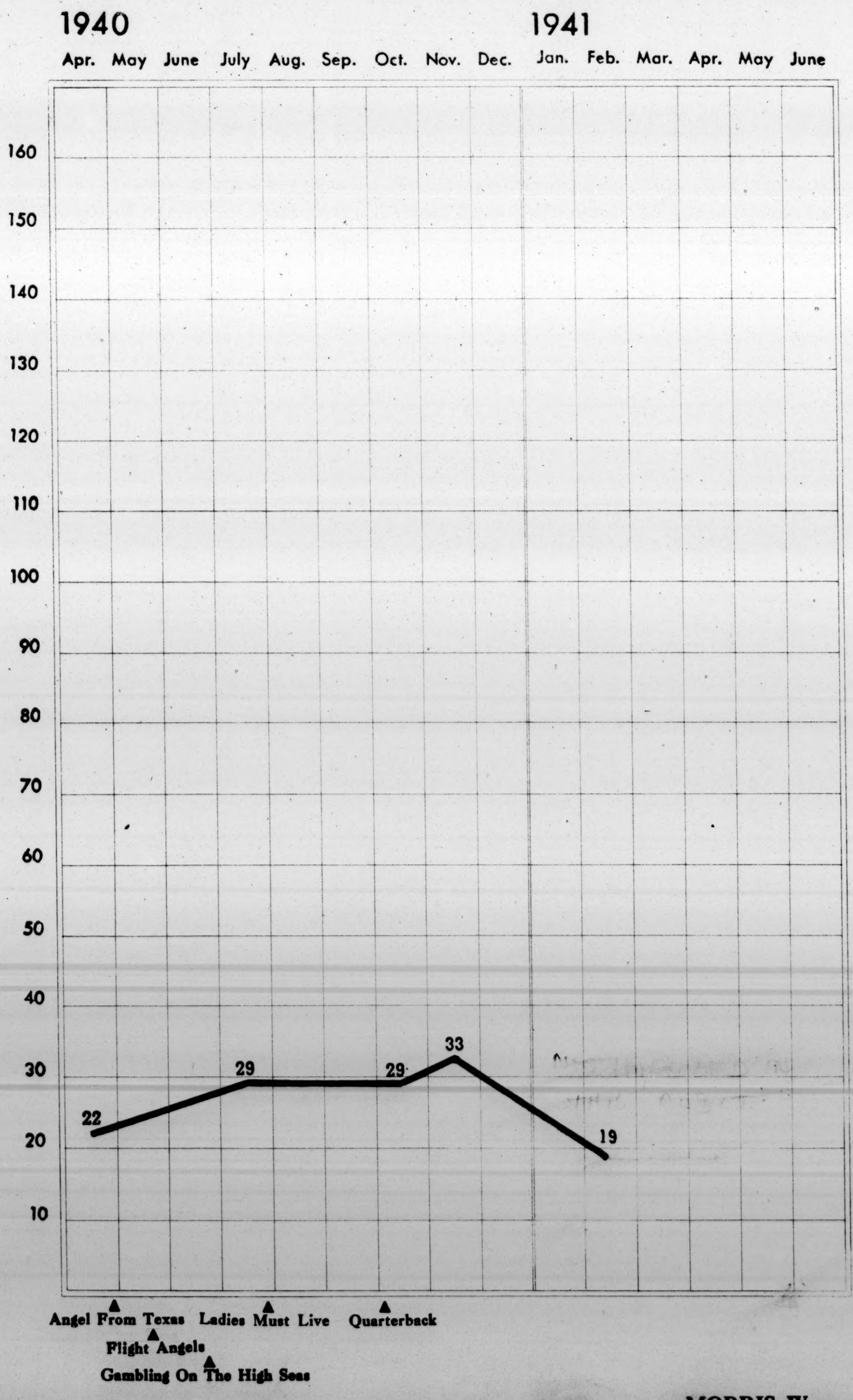
Rage In Heaven

and

MONTGOMERY, Robert (47)

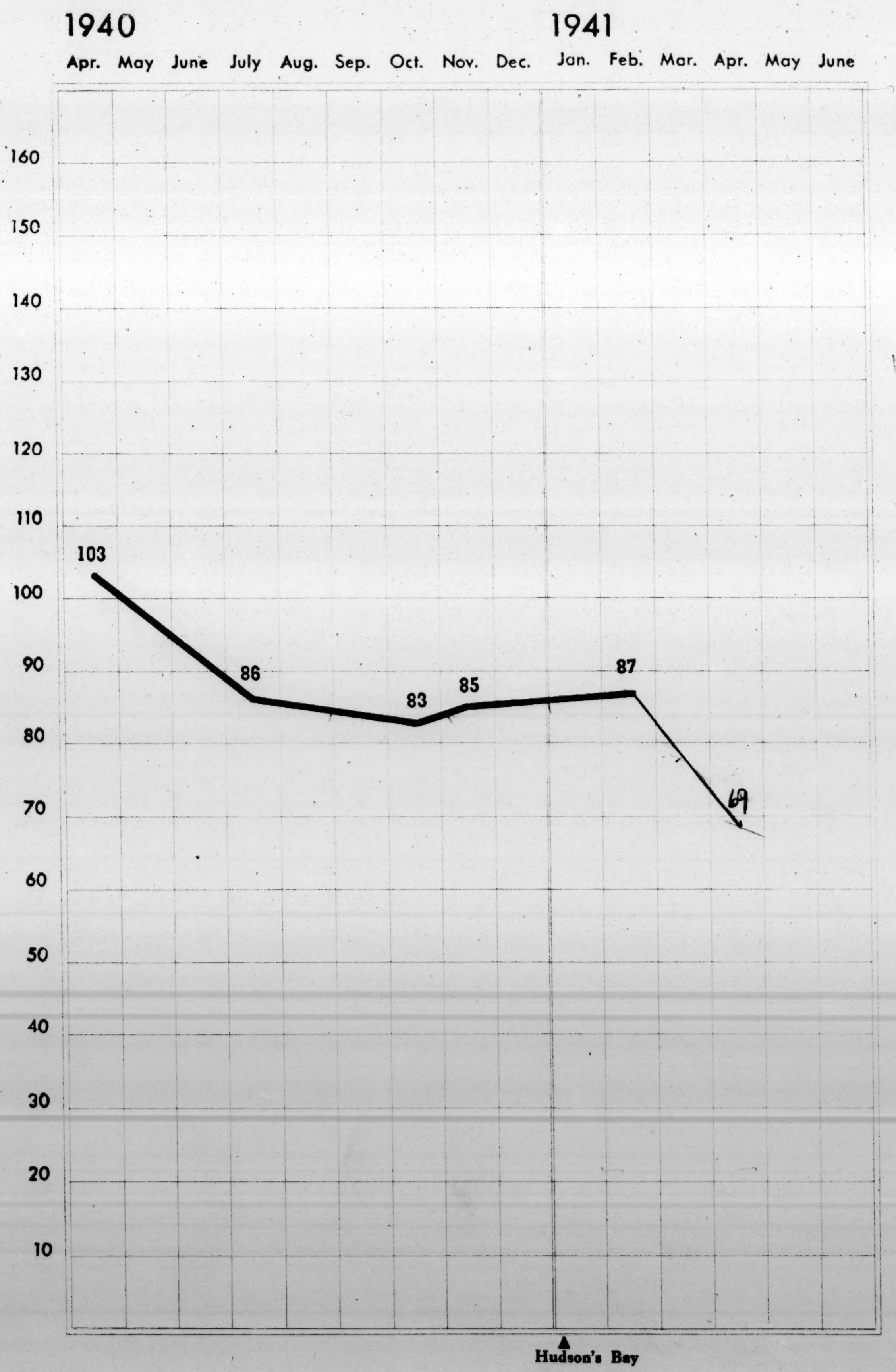


MORGAN, Dennis (84)



OUT

MORRIS, Wayne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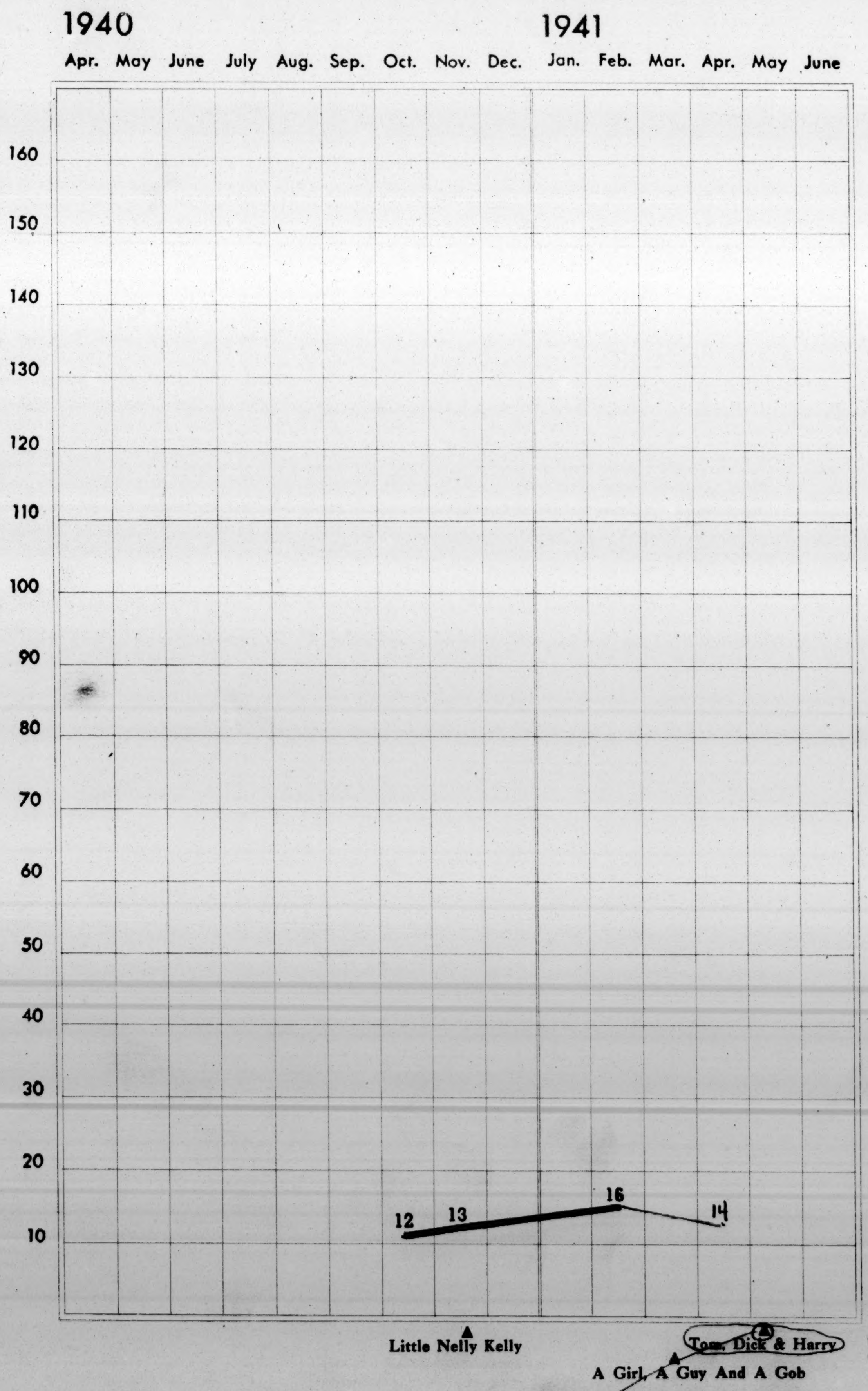
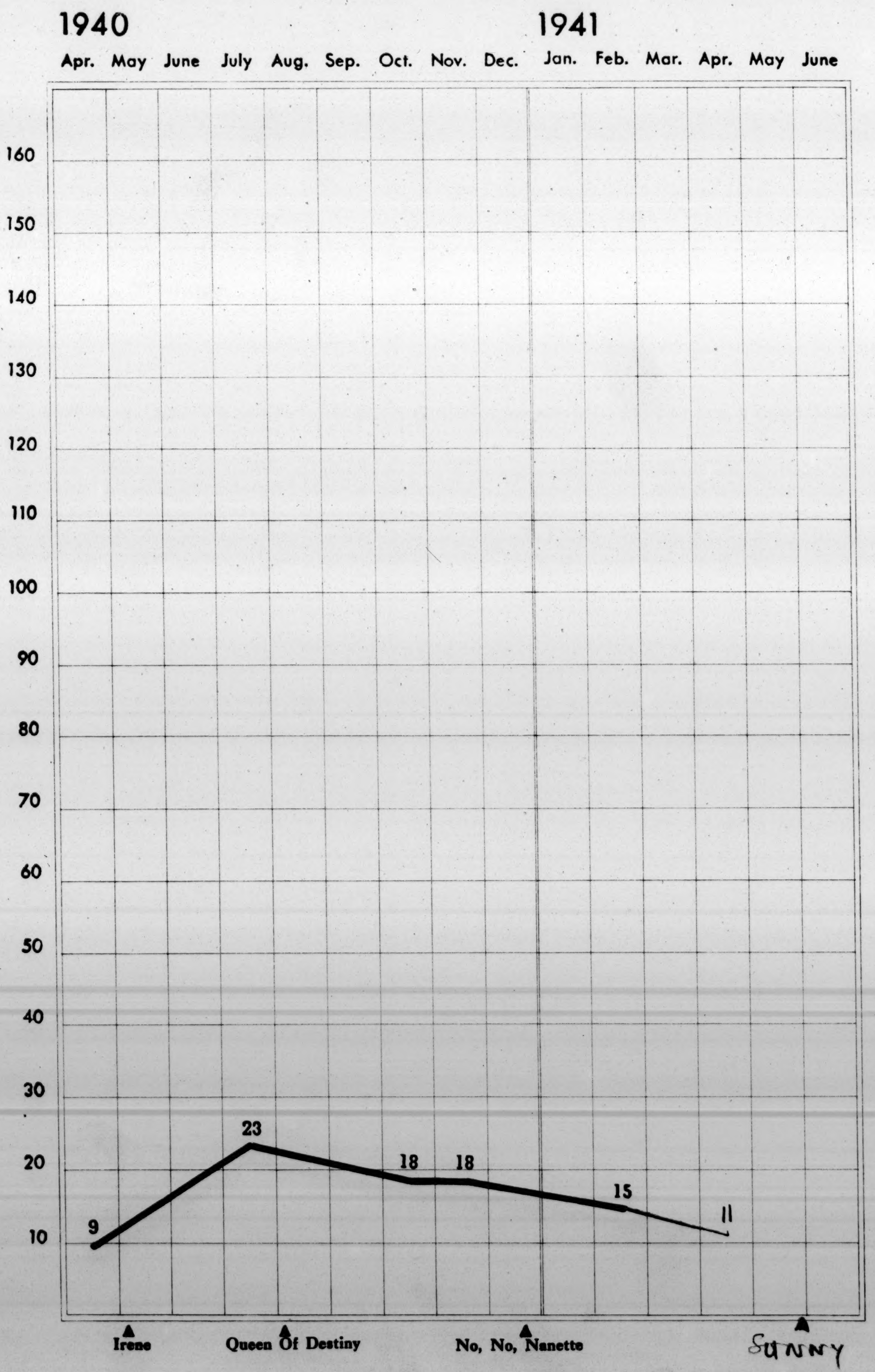
Hudson's Bay

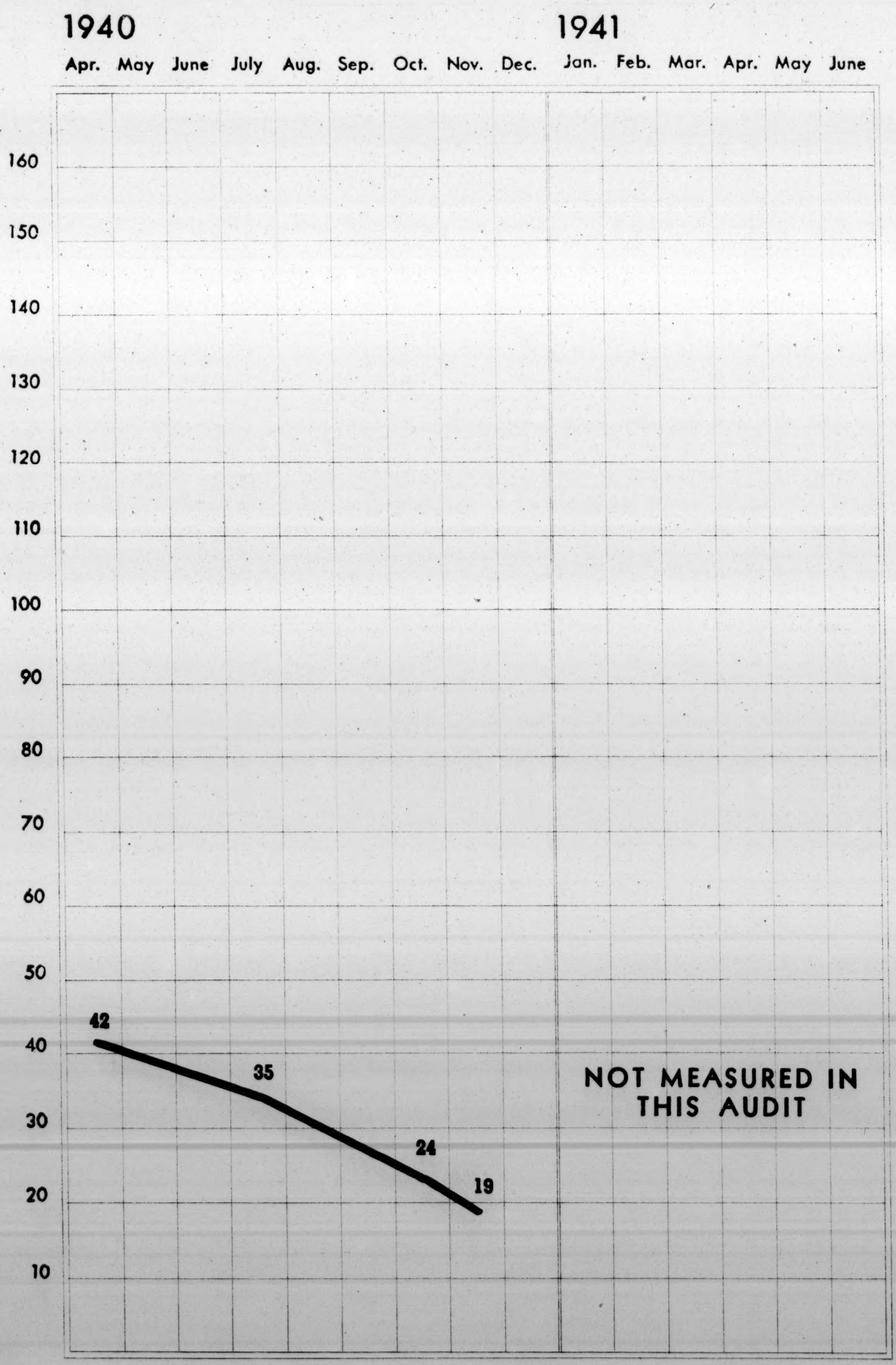
MUNI, Paul (23)



MURPHY, George (109)



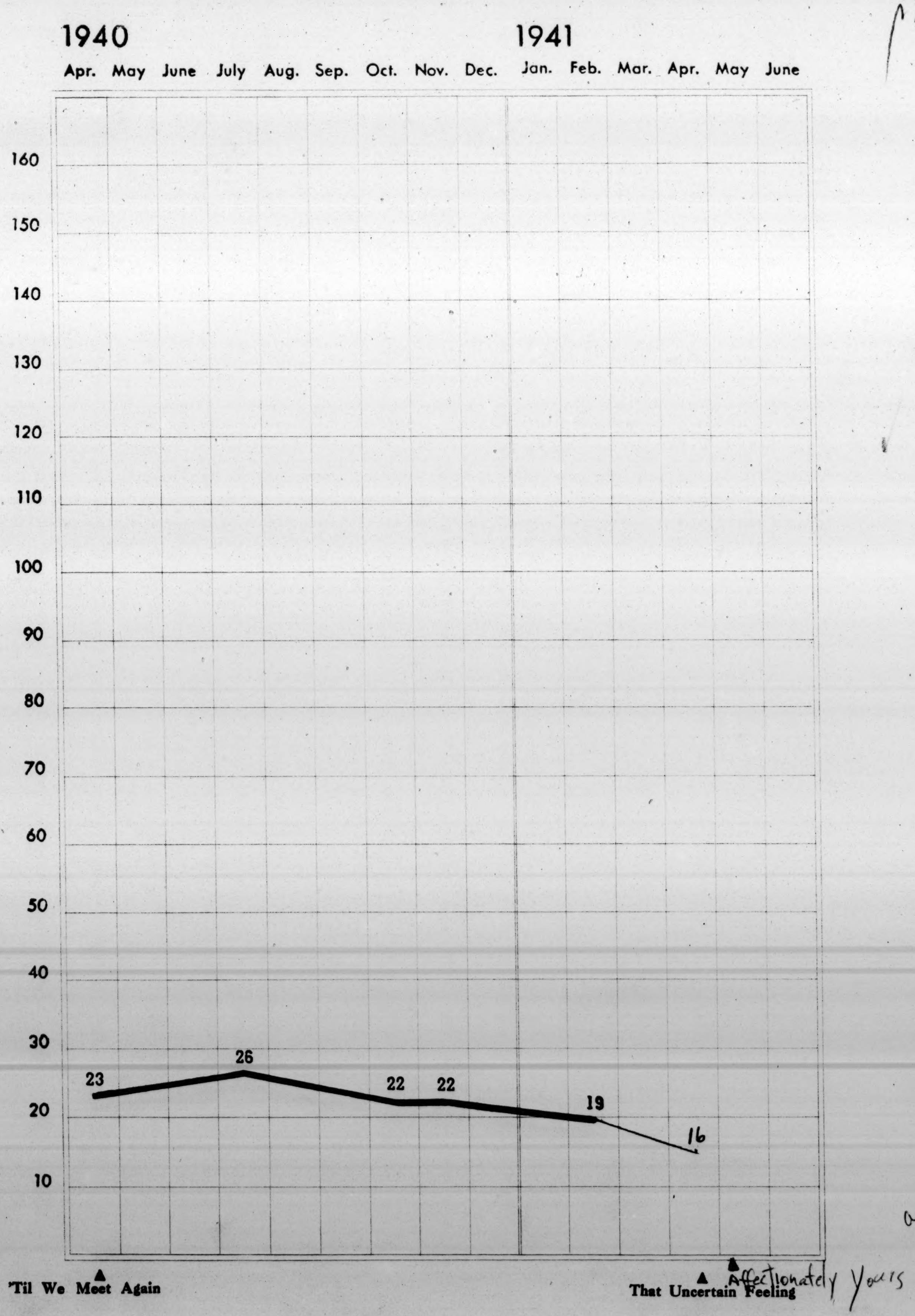
NEAGLE, Anna (109)



Out

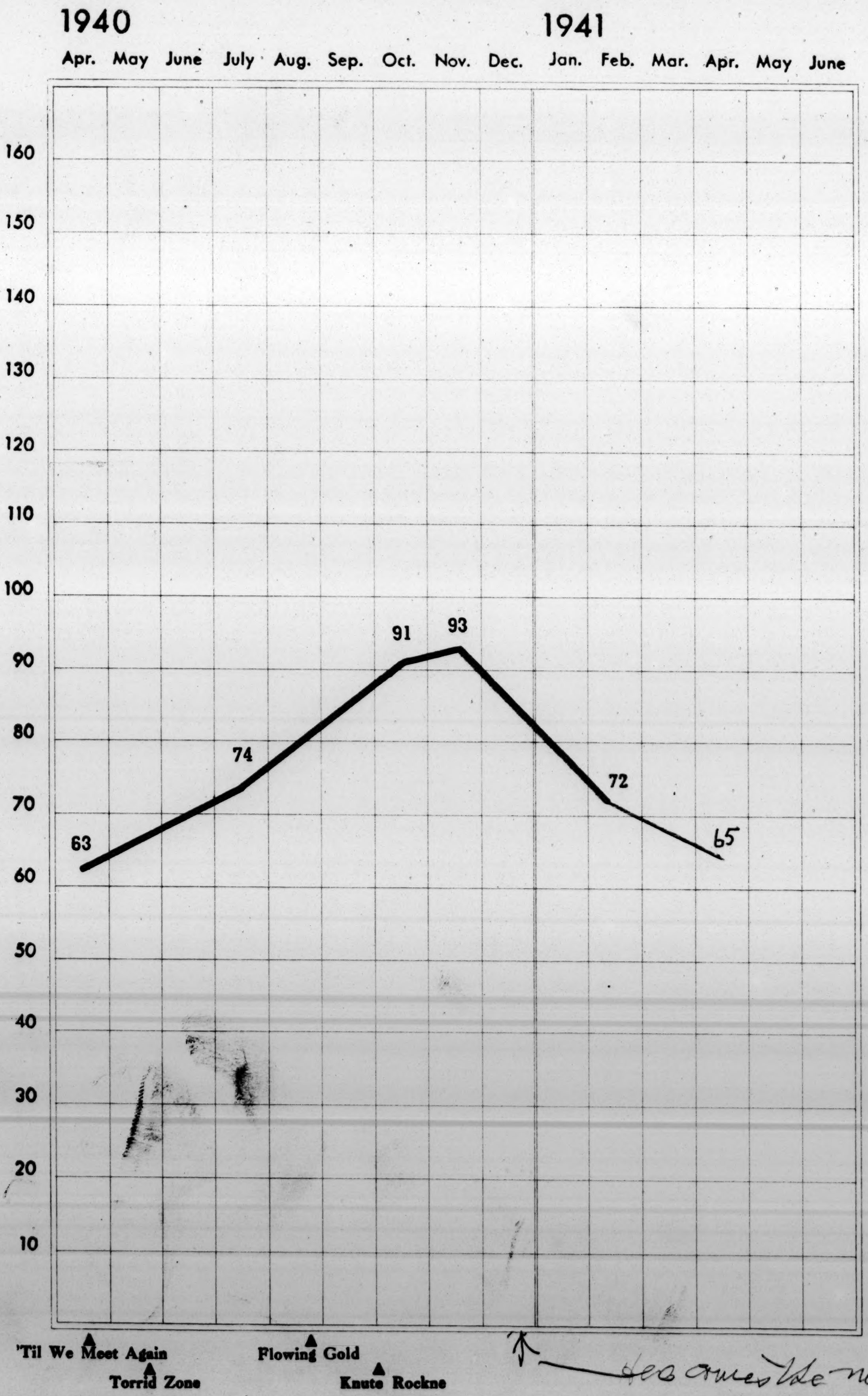
NIVEN, David

12



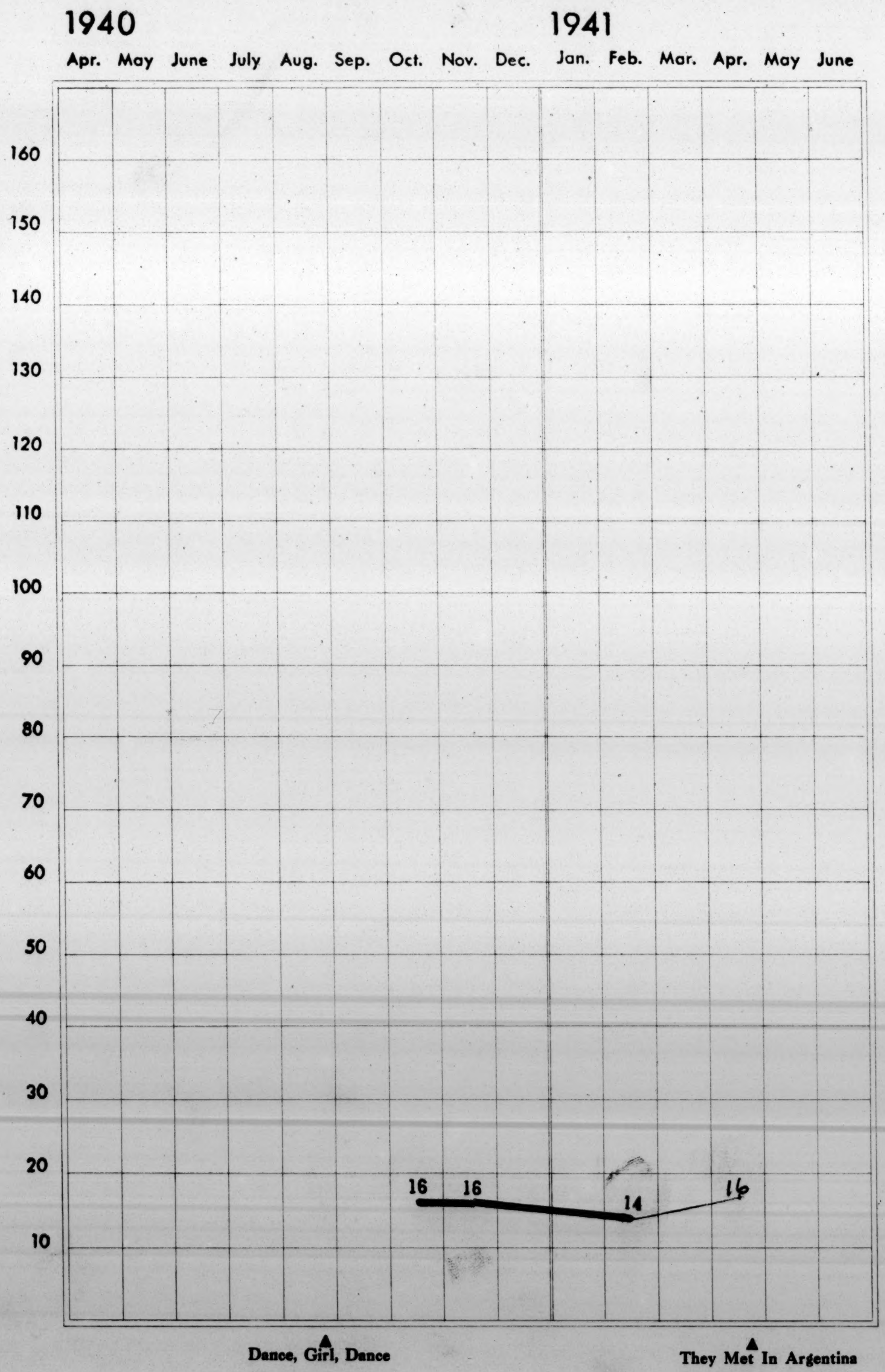
OBERON, Merle (104)

4

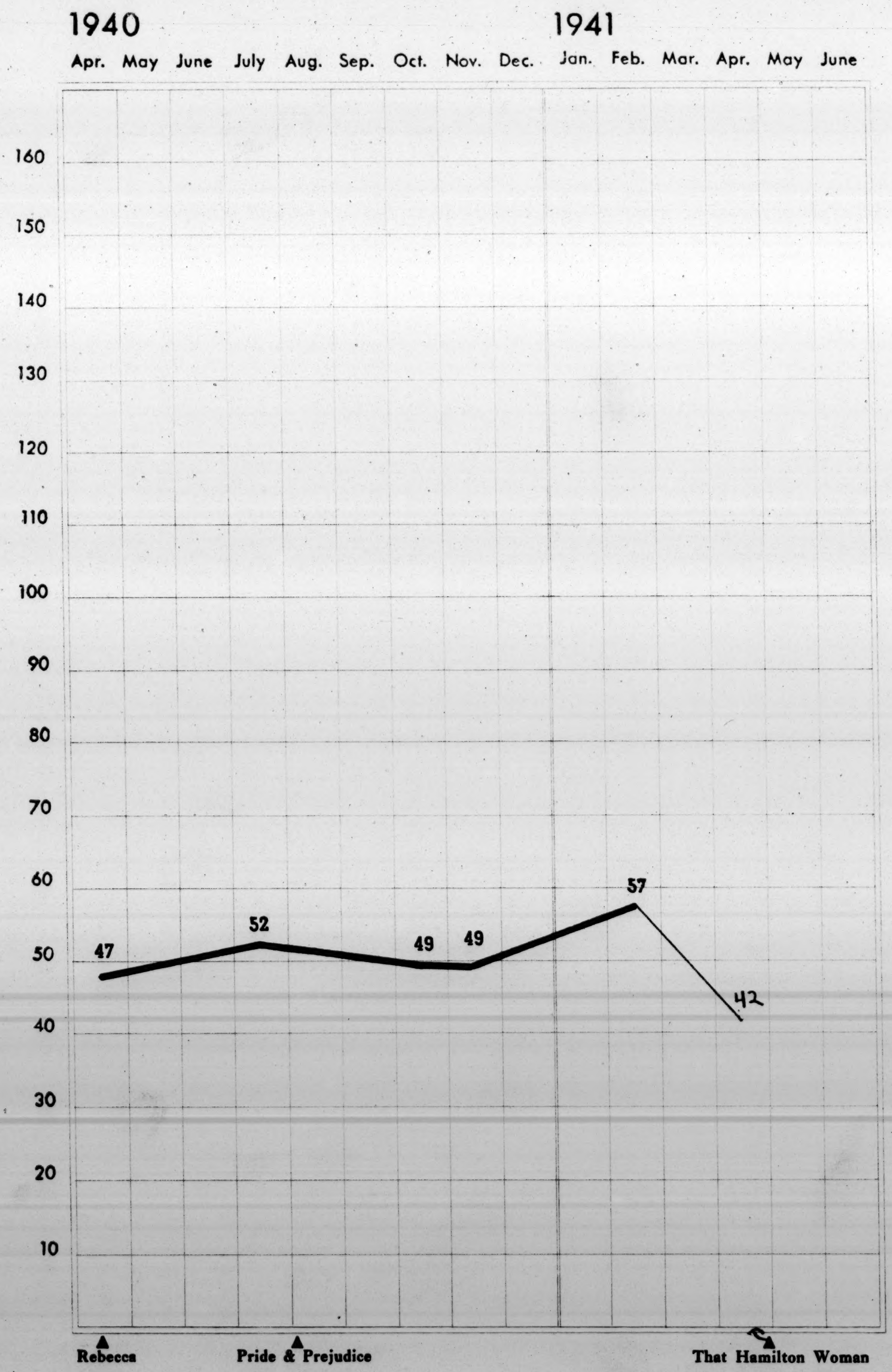


Hes [illegible] the navy?

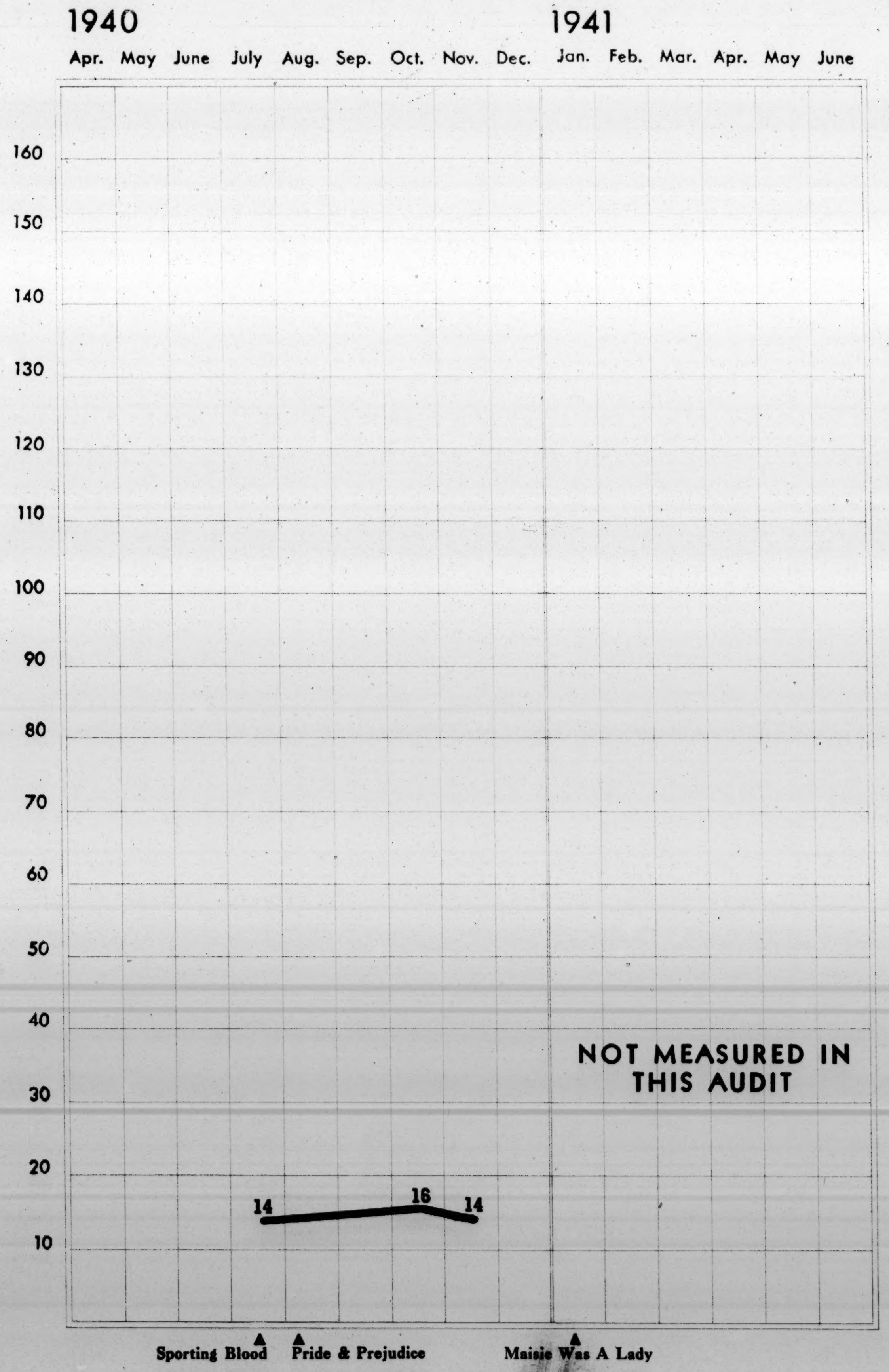
O'BRIEN, Pat (28)



O'HARA, Maureen (104)



OLIVIER, Laurence (58)



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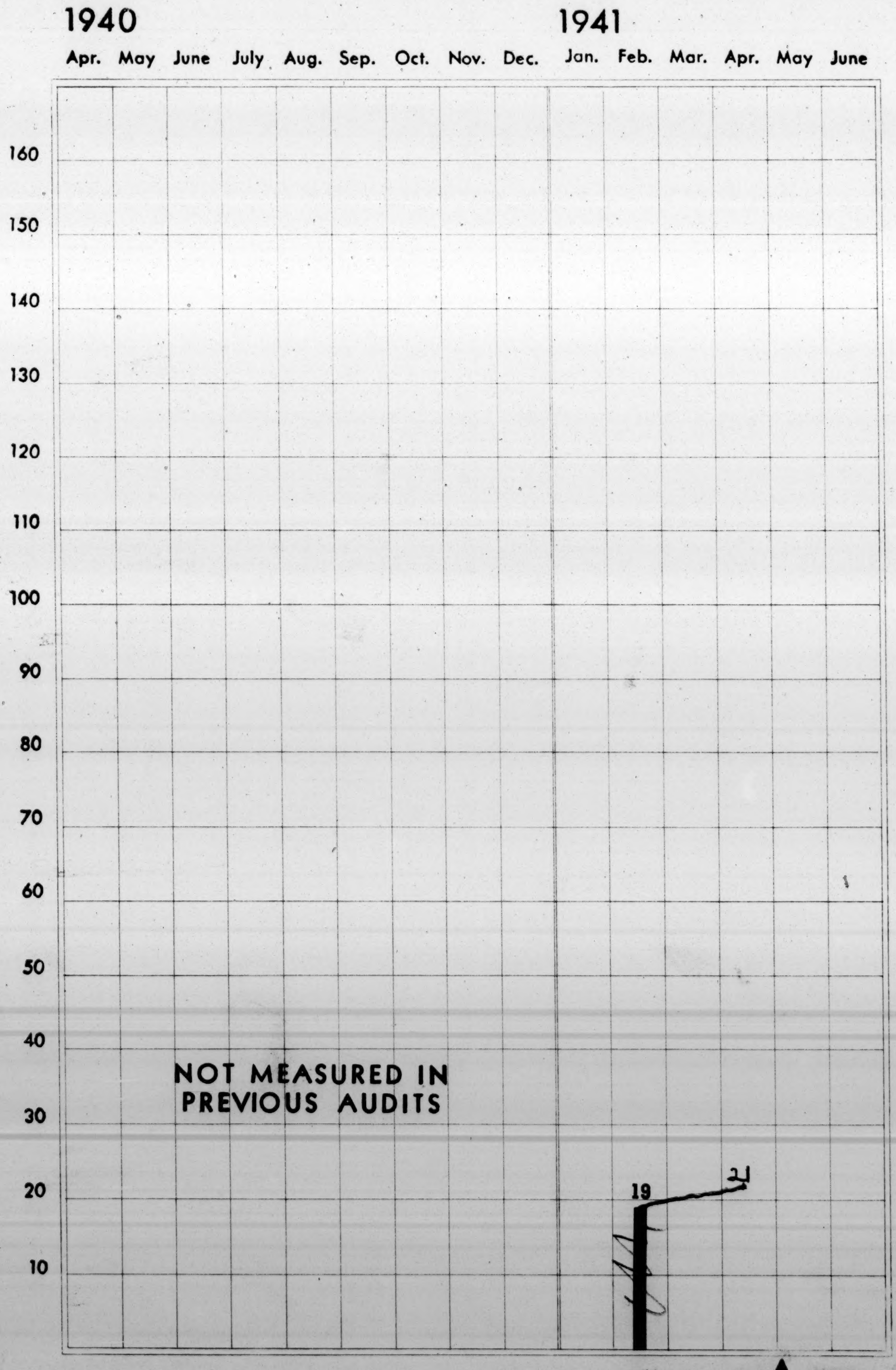
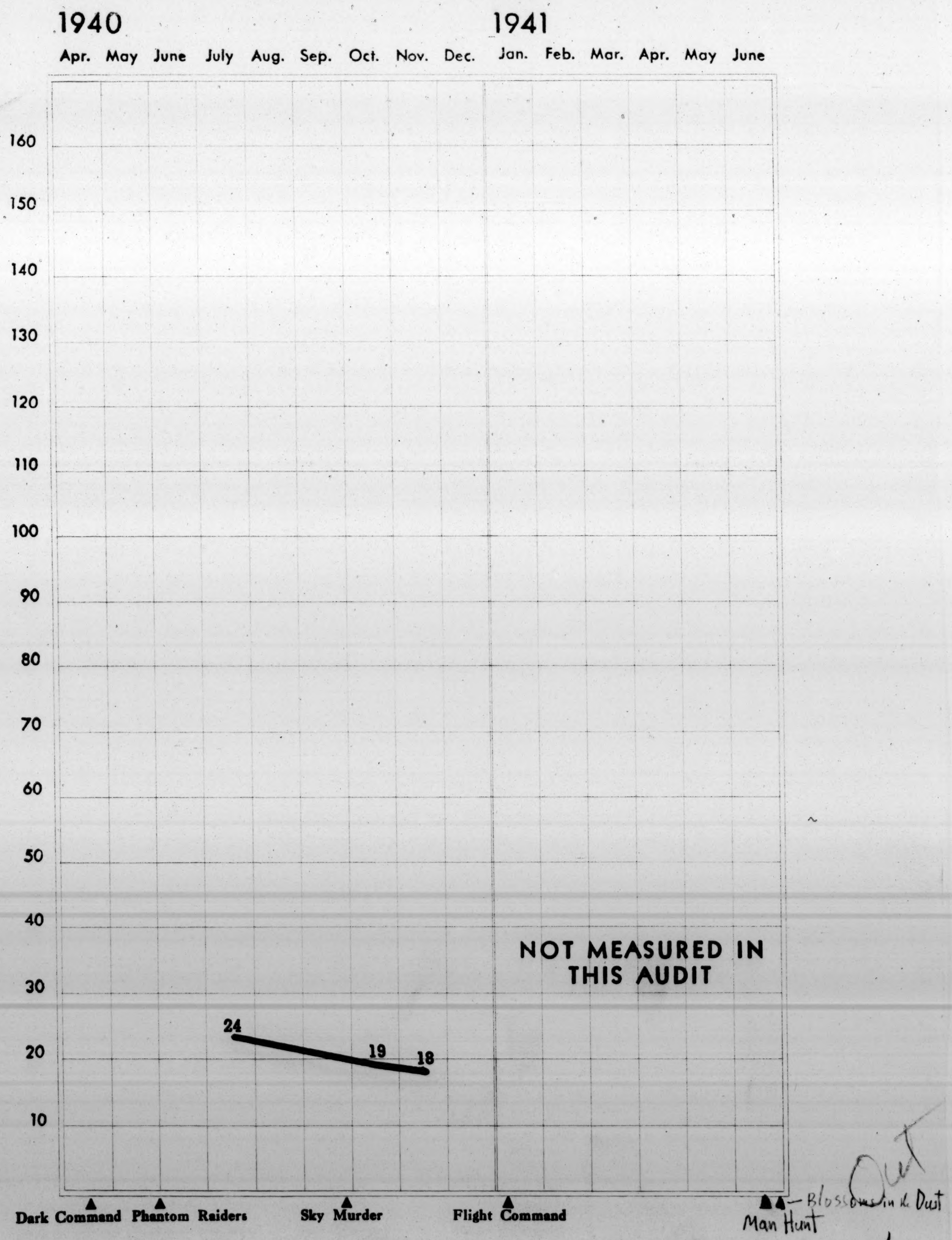
O'SULLIVAN, Maureen



The Great American Broadcast

PAYNE, John (93)



PIDGEON, Walter

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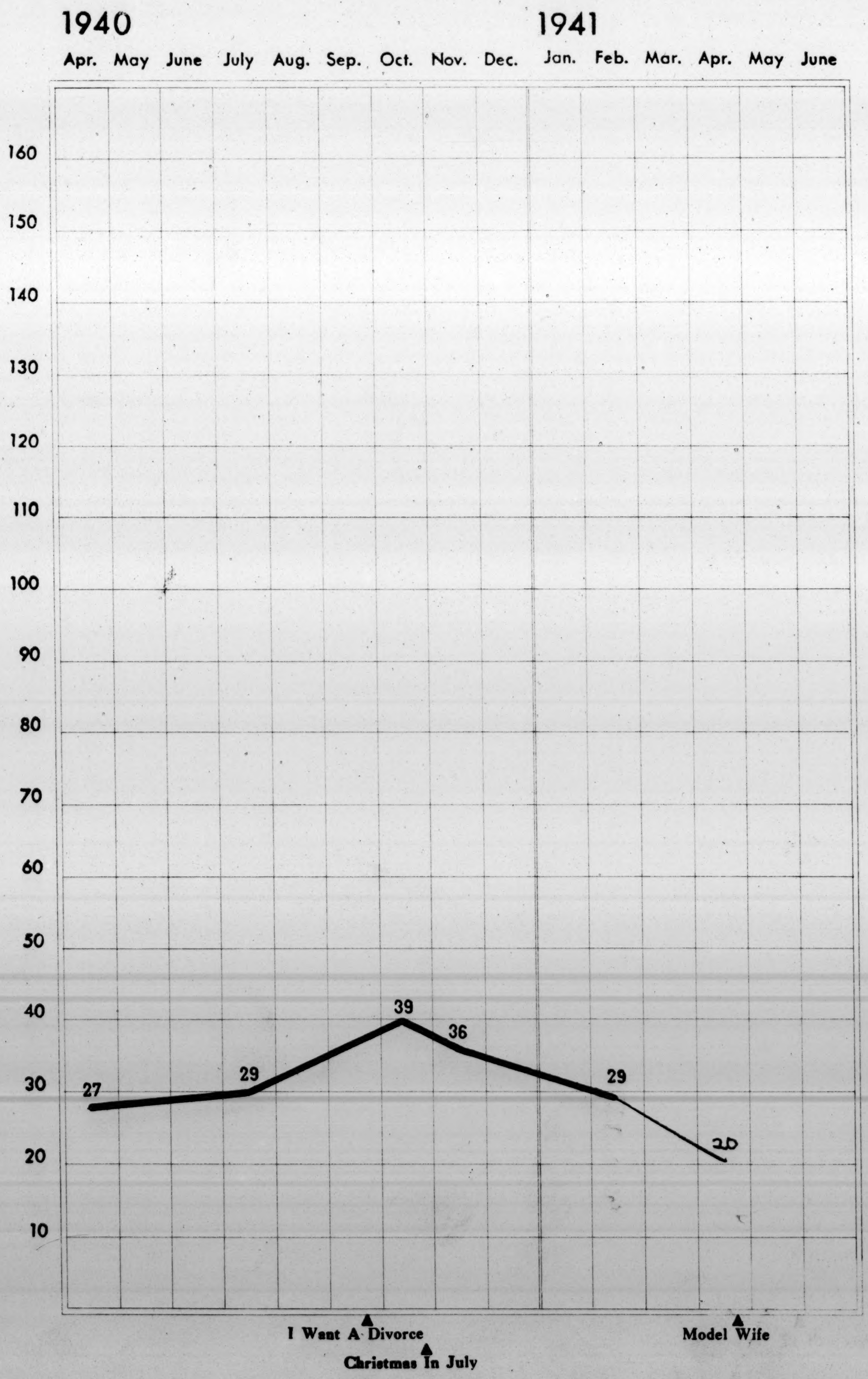
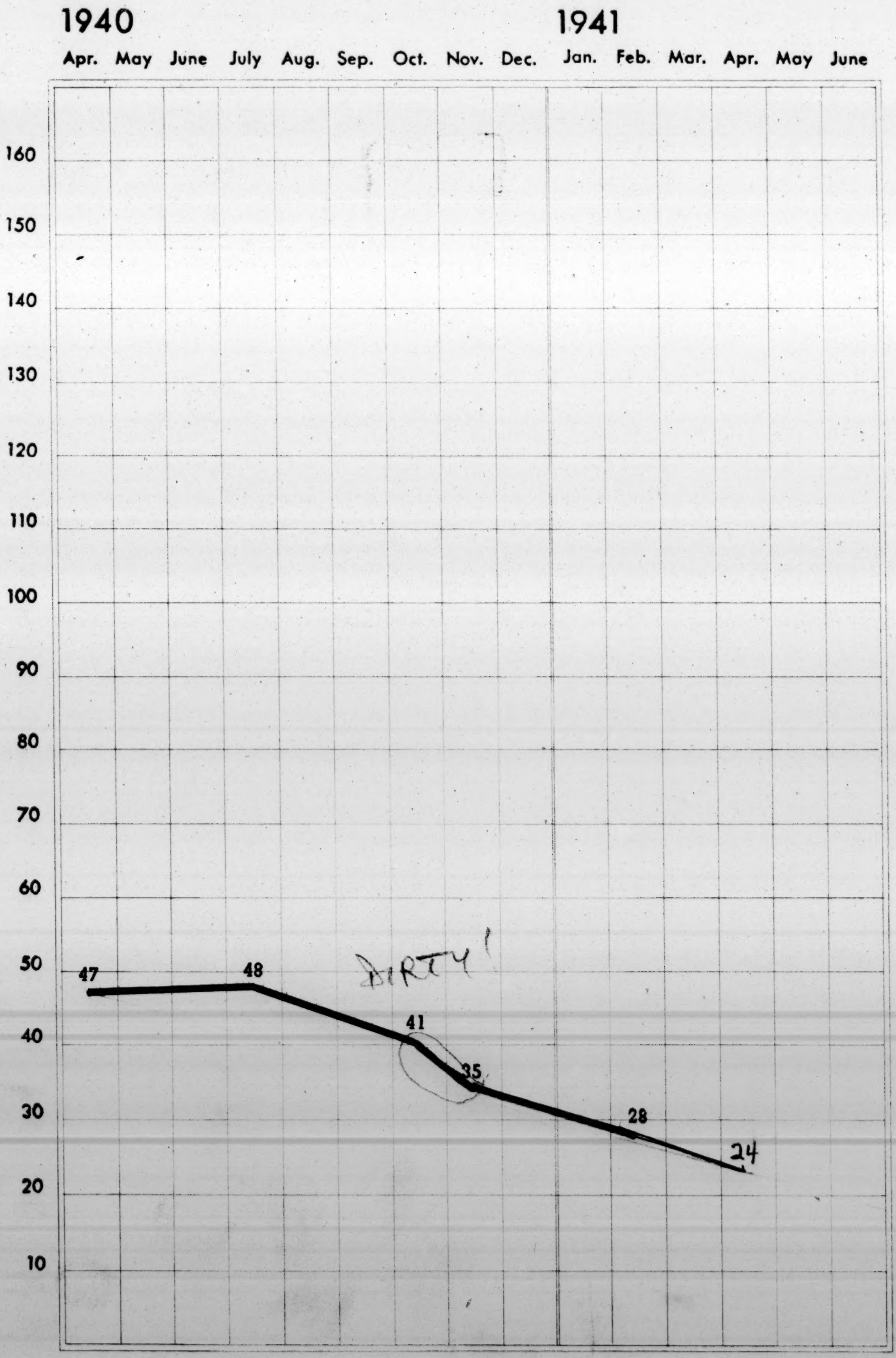
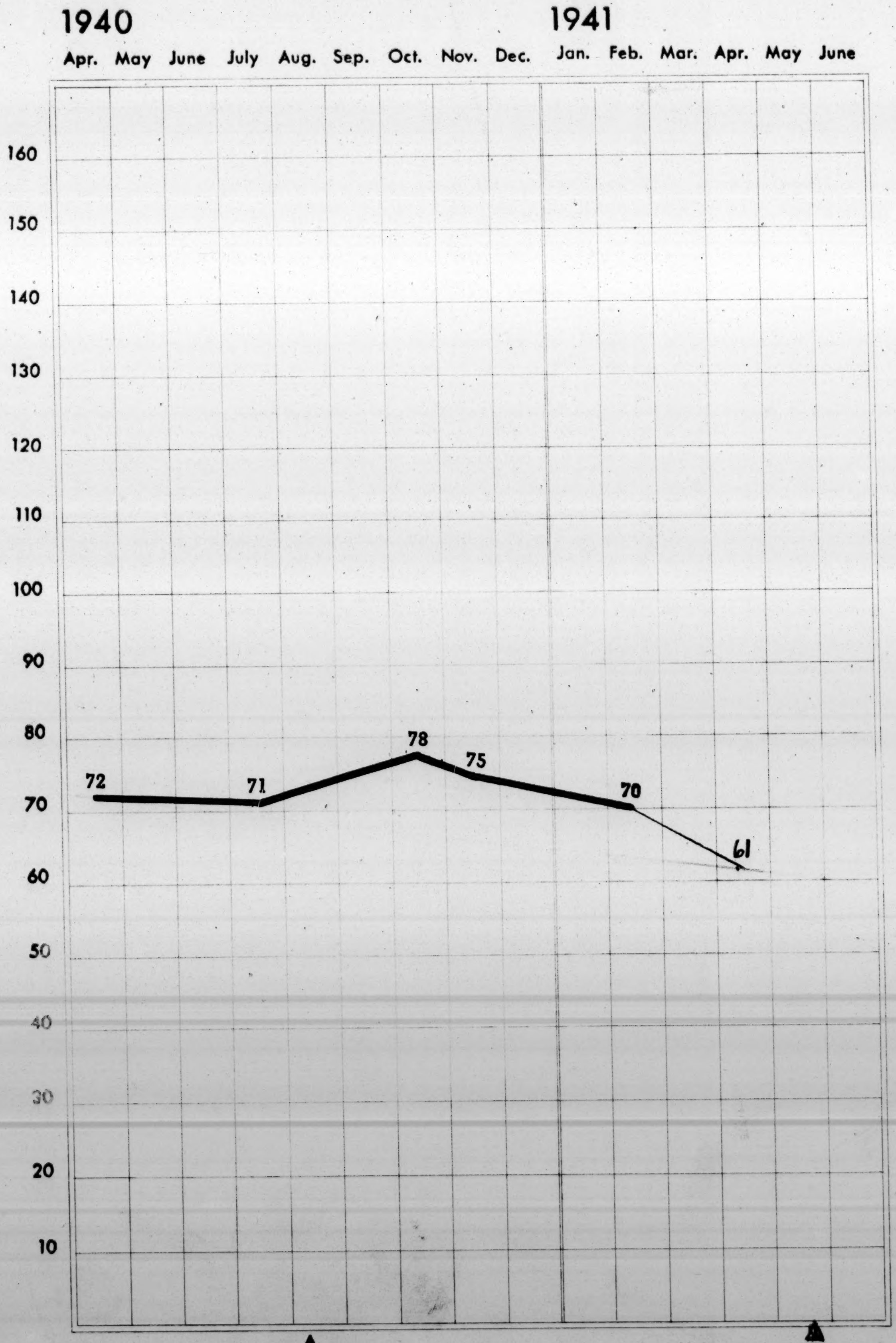


POWELL, Dick (96)



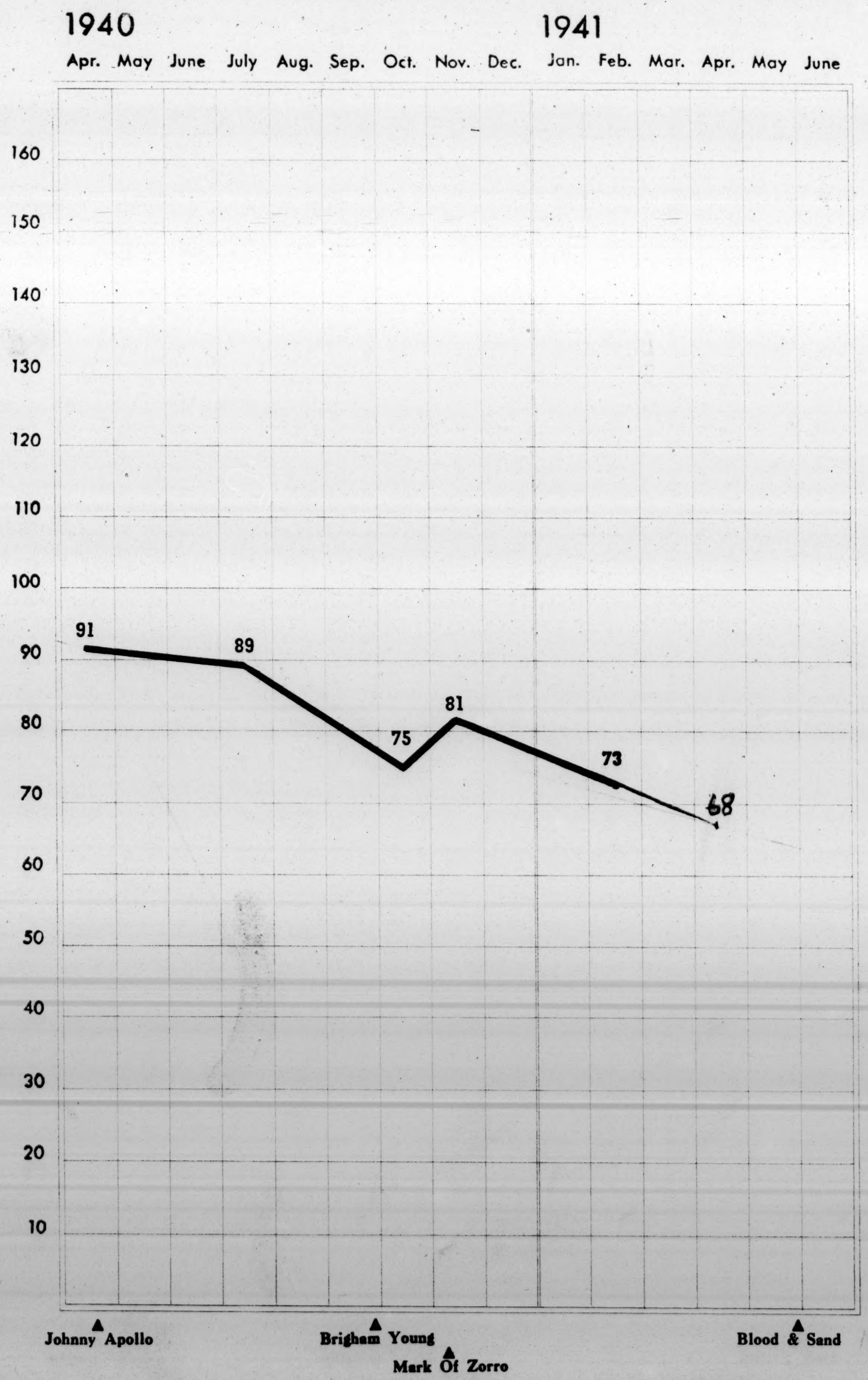
POWELL, Eleanor (86)



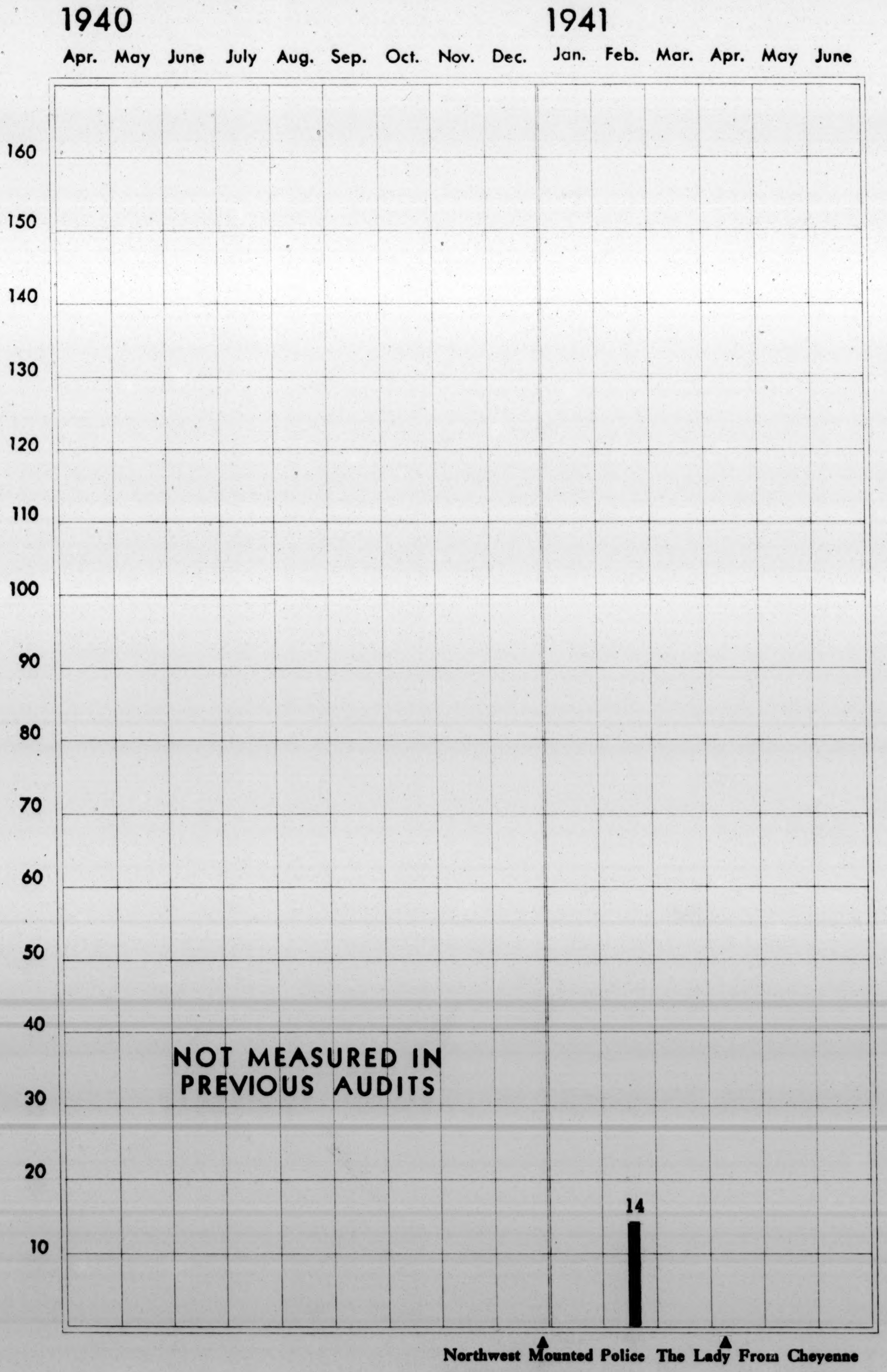
I Love You Again

LOVECRAZY

POWELL, William (35)



POWER, Tyrone (25)



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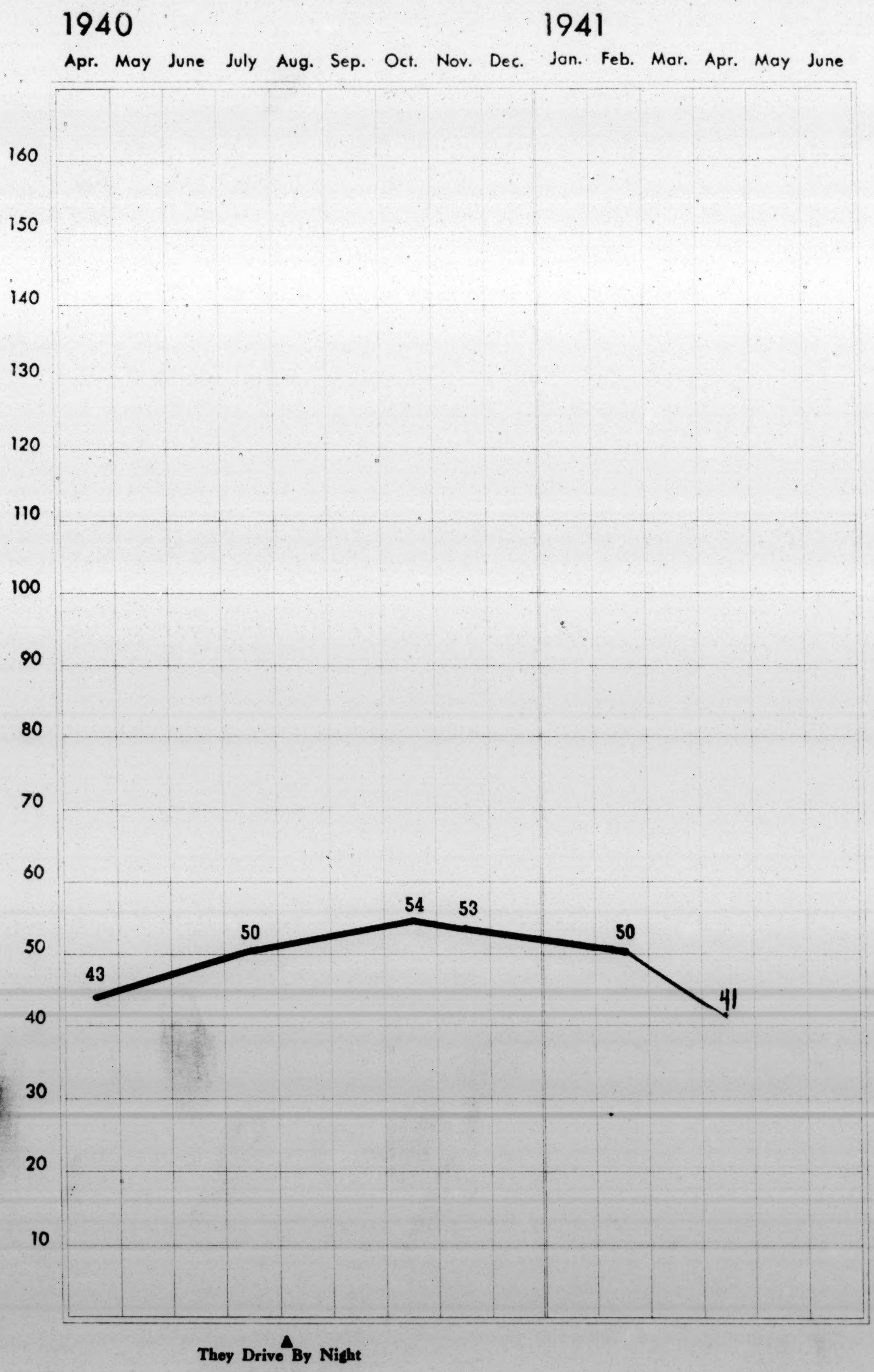
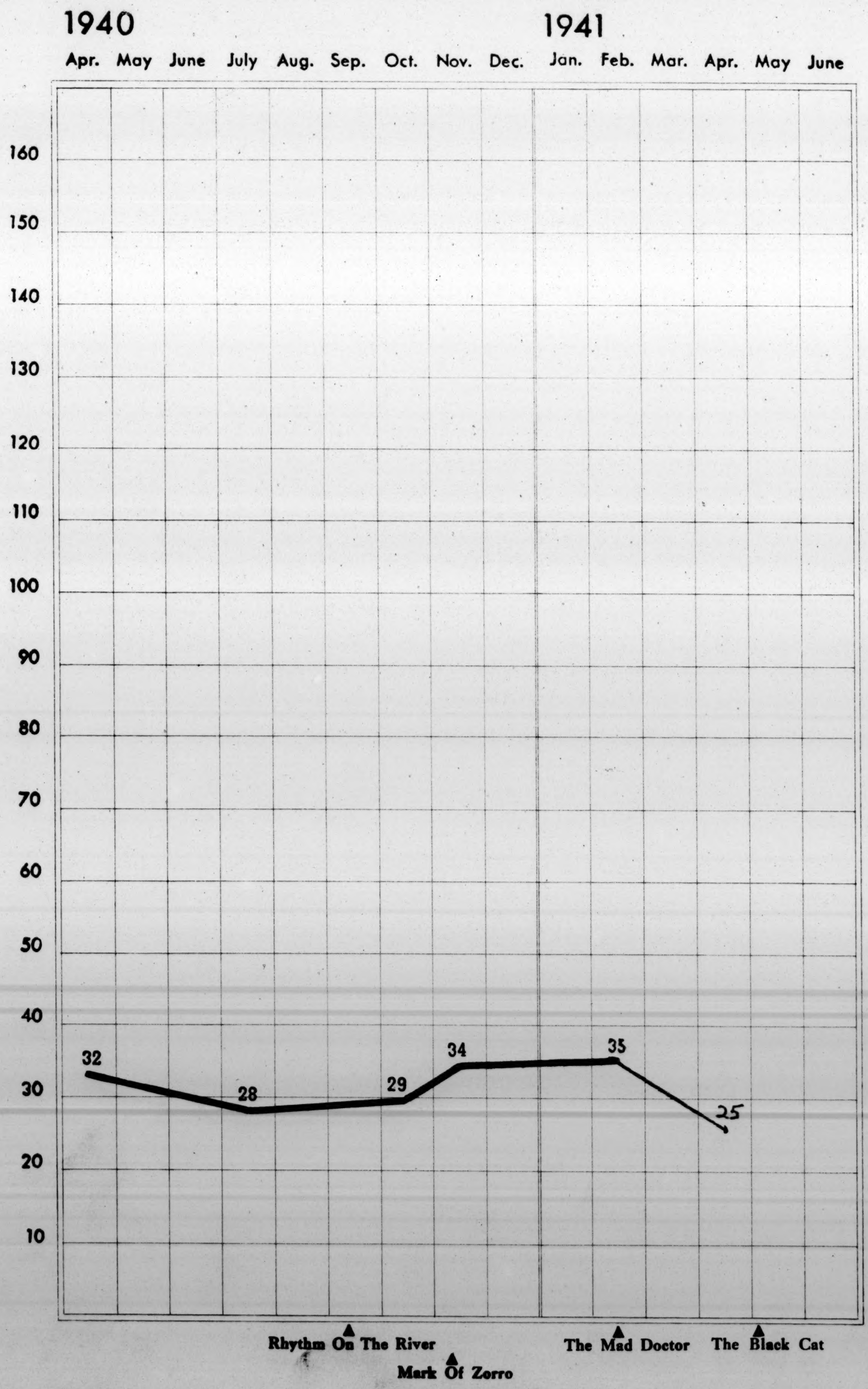
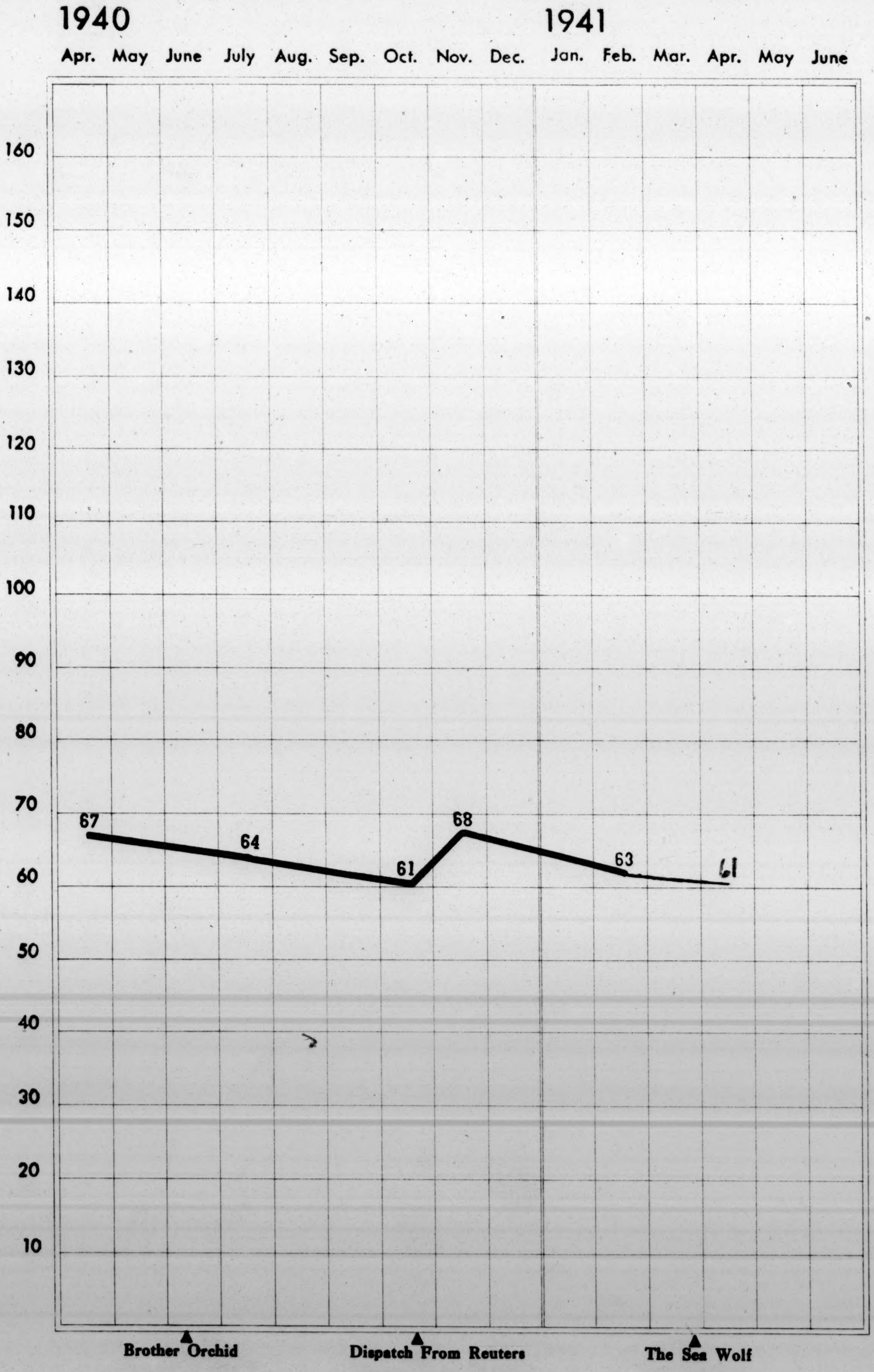
PRESTON, Robert



RAFT, George (59)



RATHBONE, Basil (84)



ROBINSON, Edw. G. (35)

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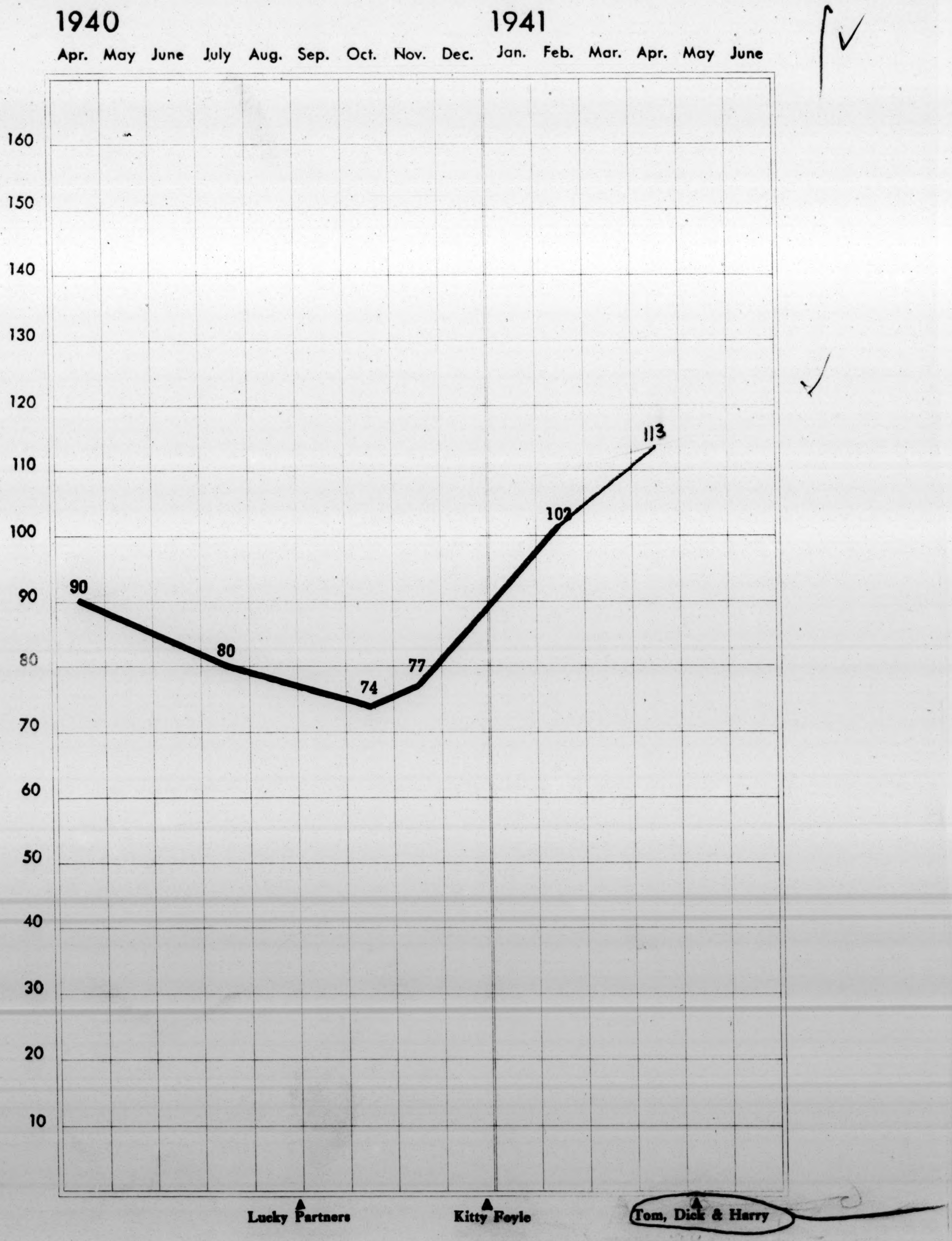

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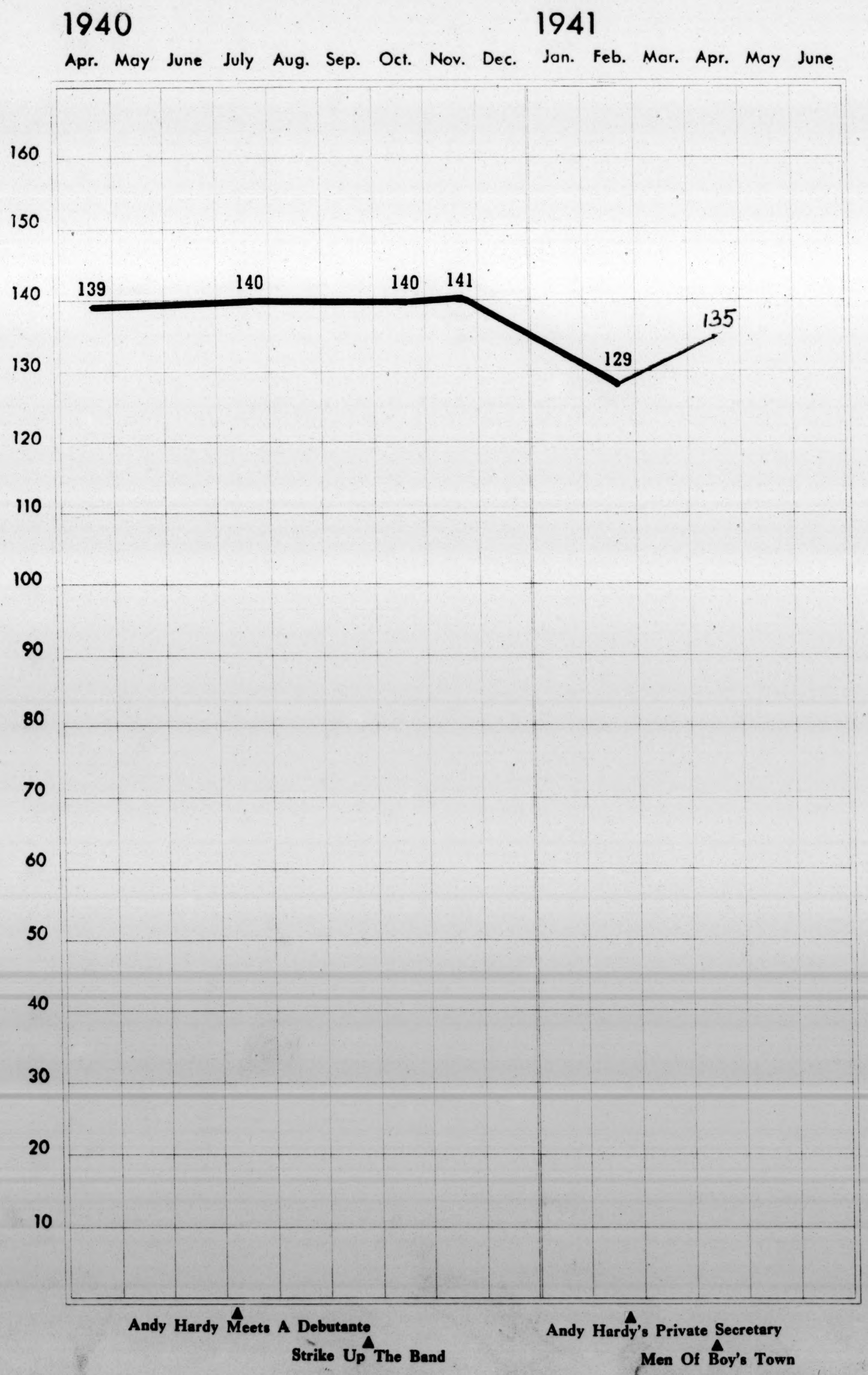
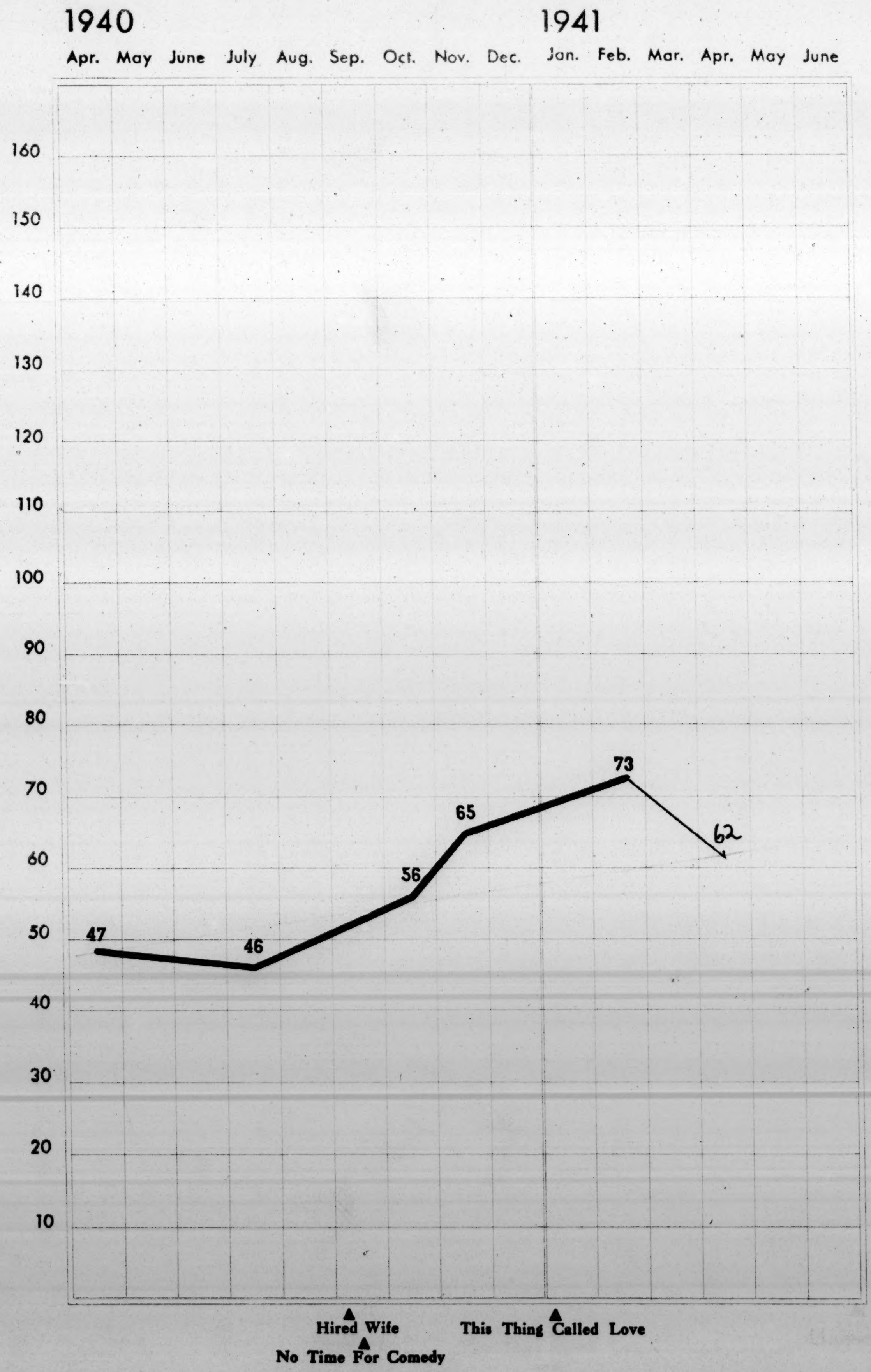
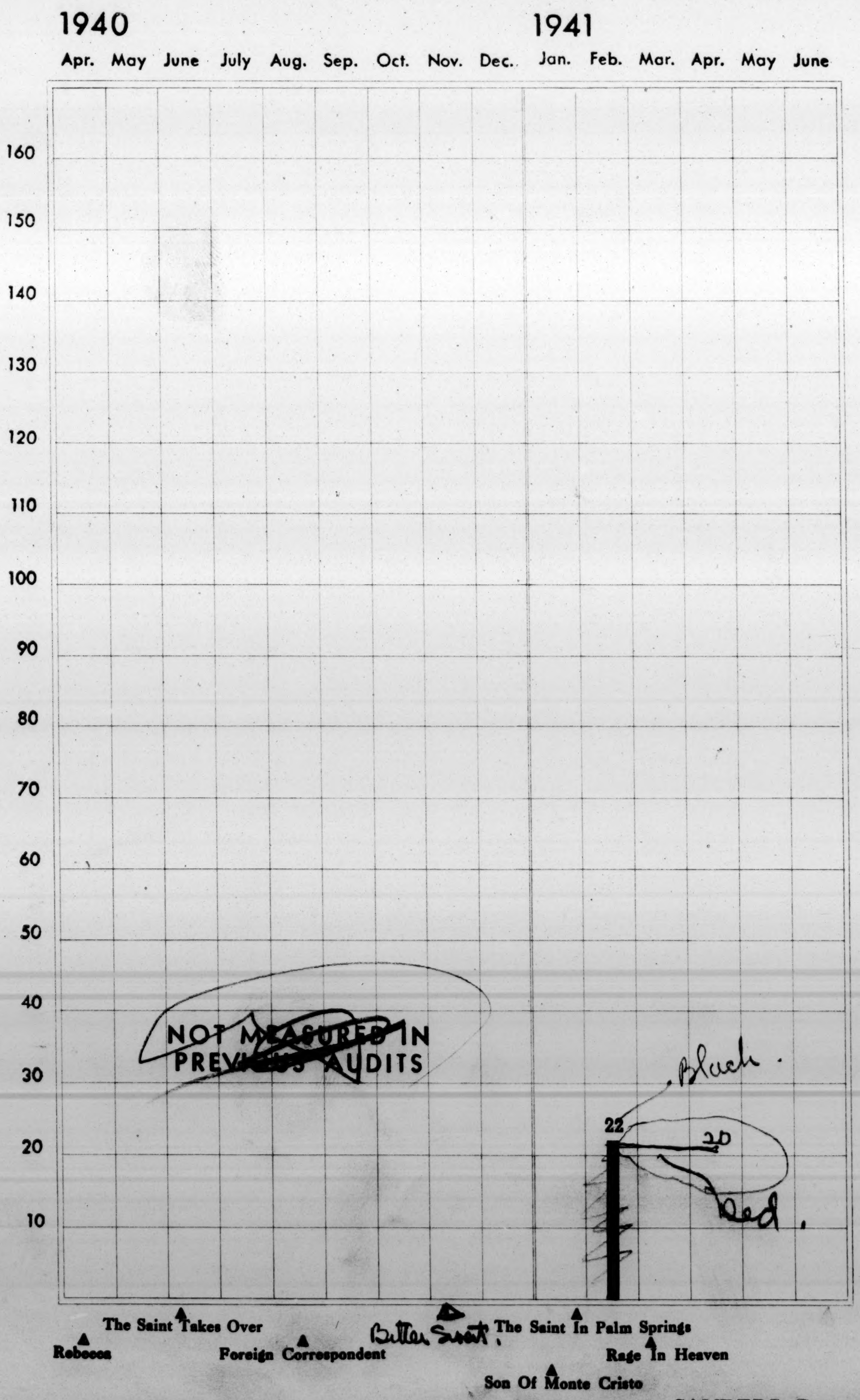
ROGERS, Ginger (6)



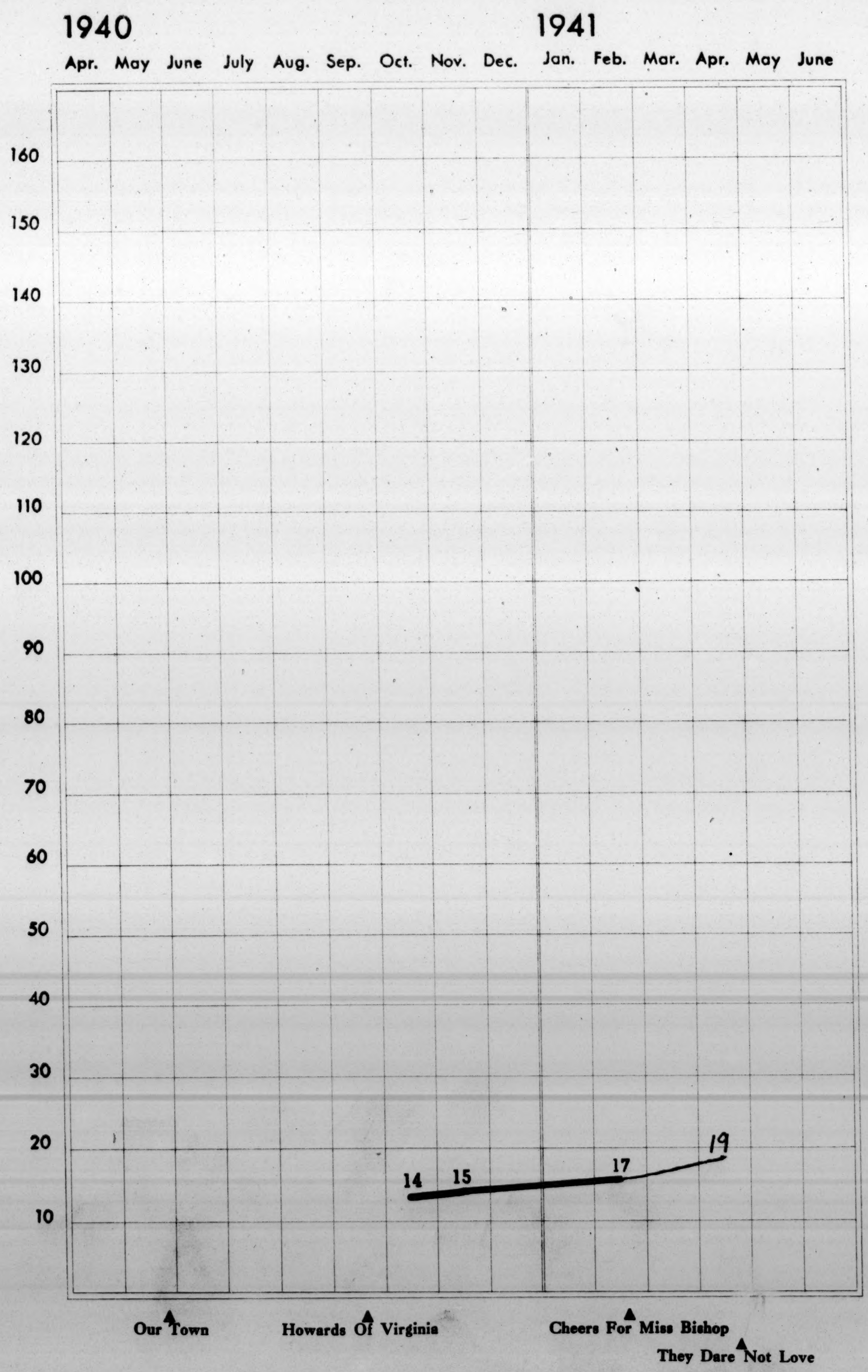
ROONEY, Mickey (4)



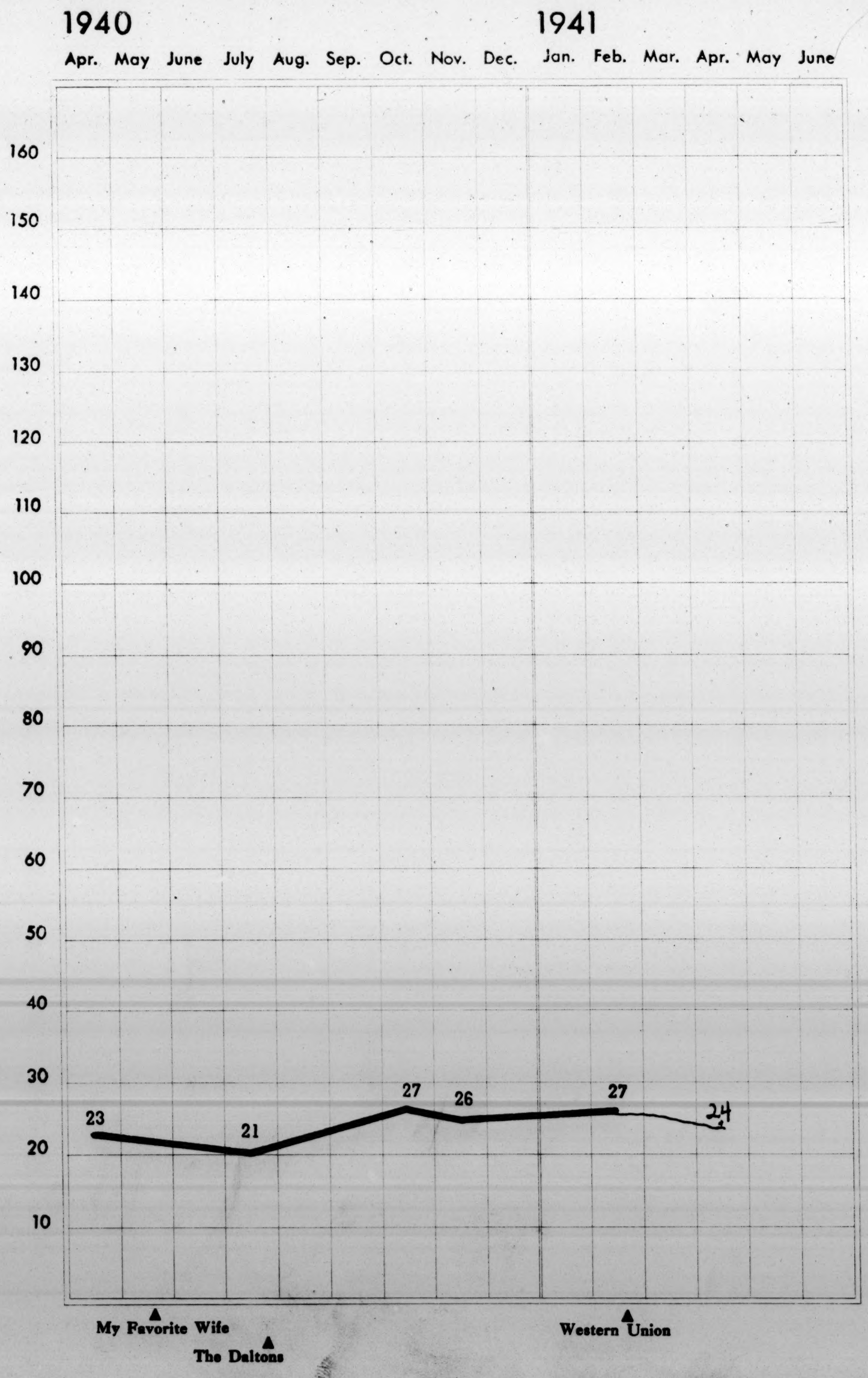
RUSSELL, Rosalind (32)



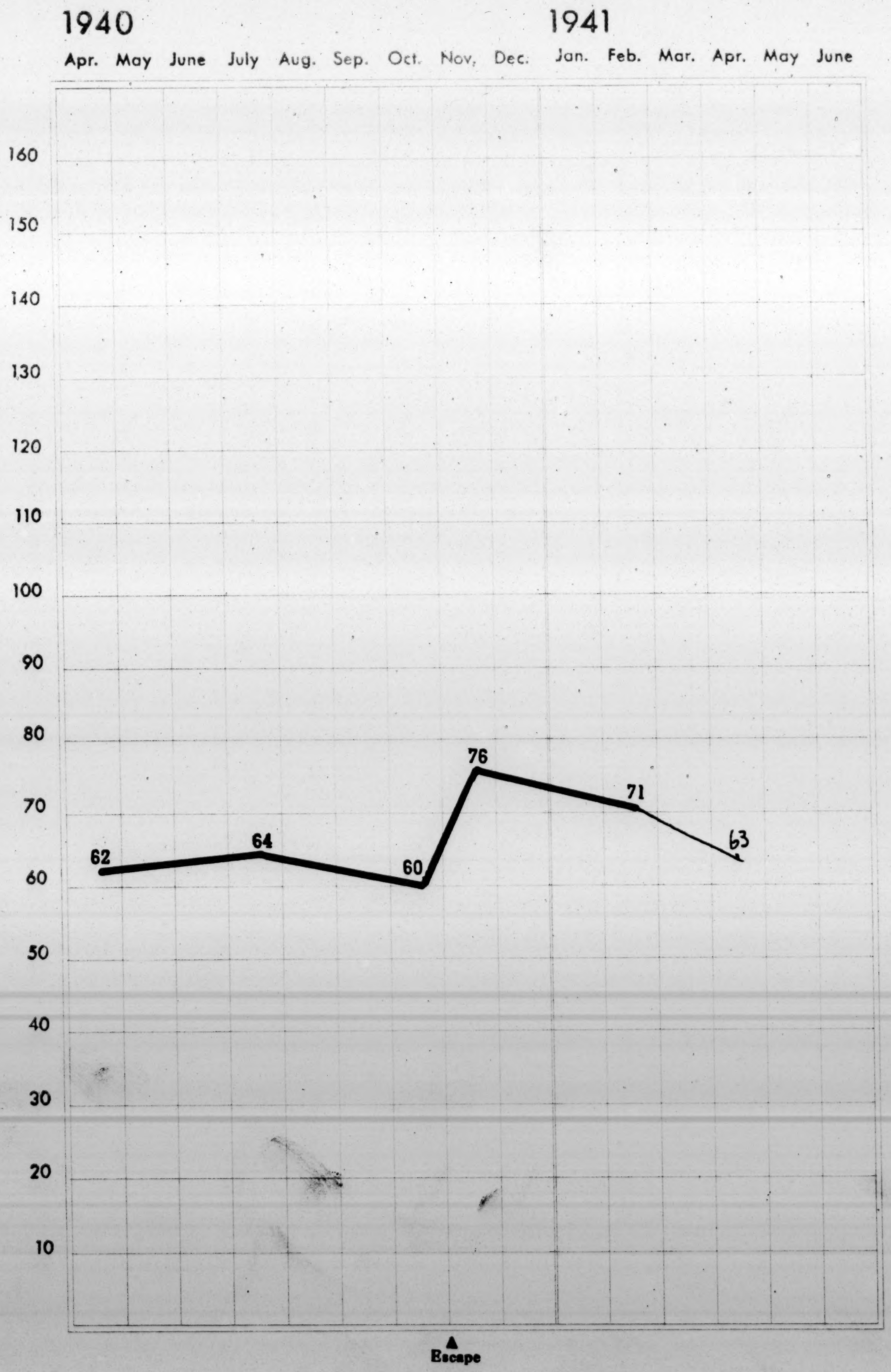
SANDERS, George (96)



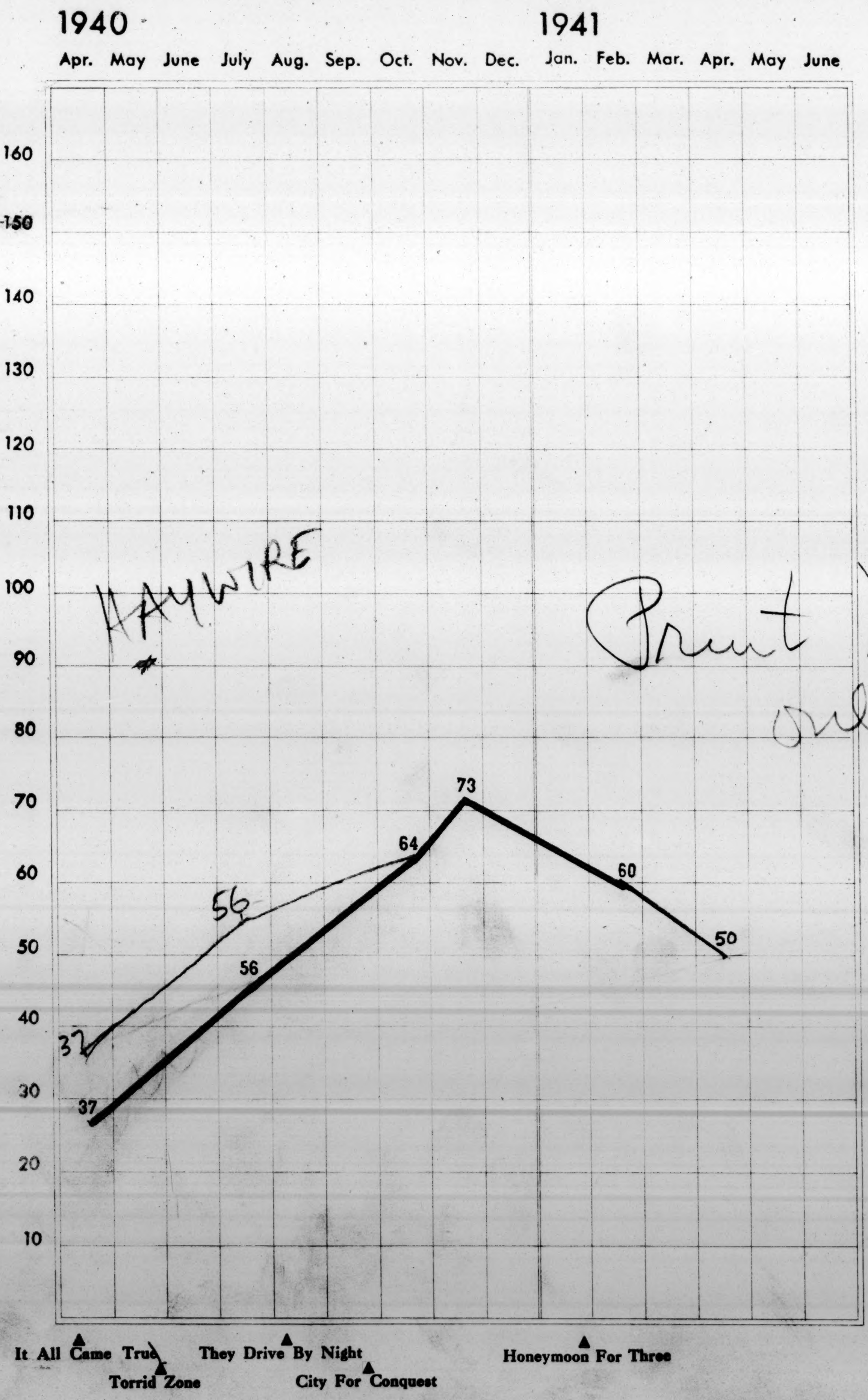
SCOTT, Martha (99)



SCOTT, Randolph (86)



SHEARER, Norma (29)



Print Nos only.

SHERIDAN, Ann (48)

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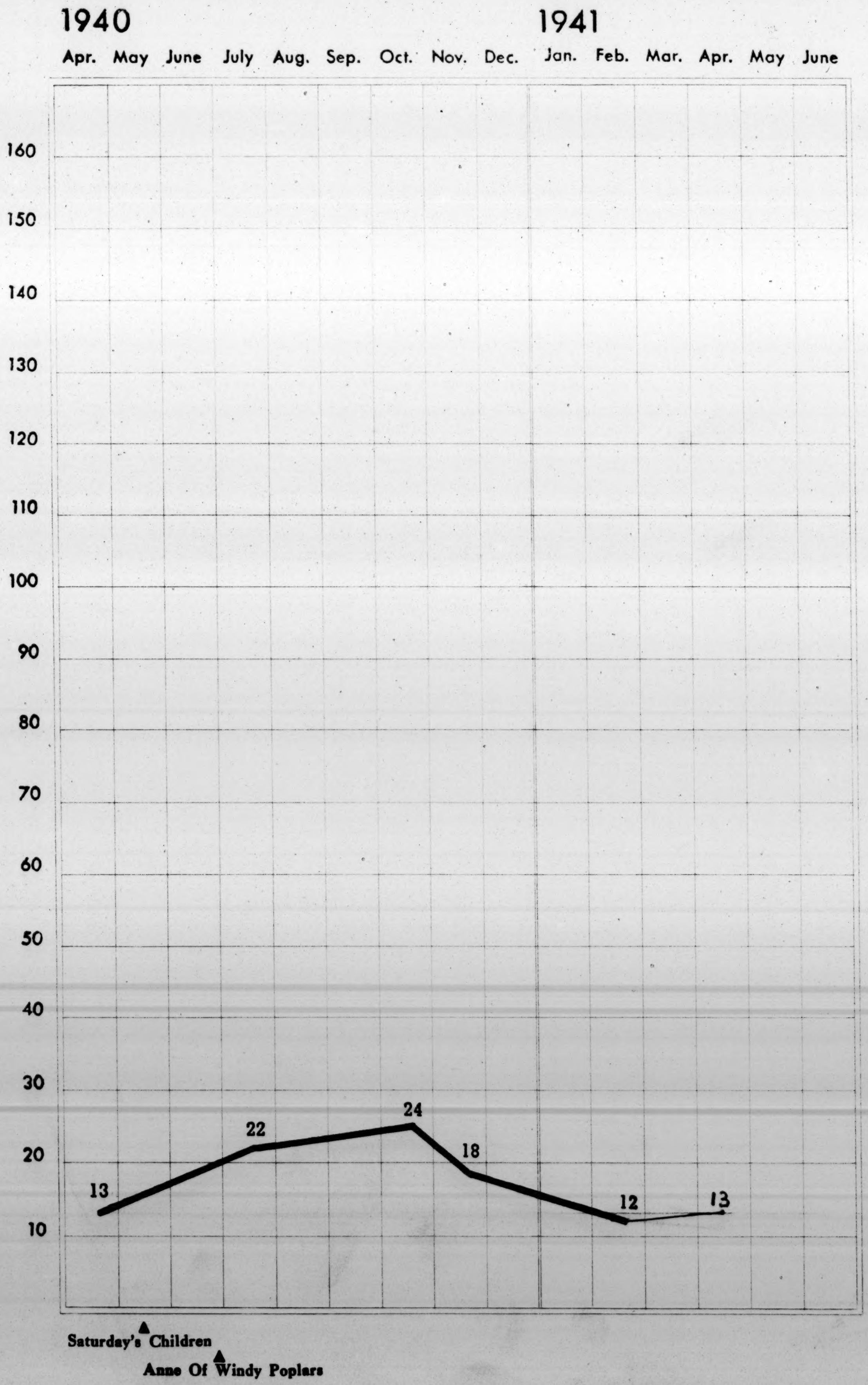
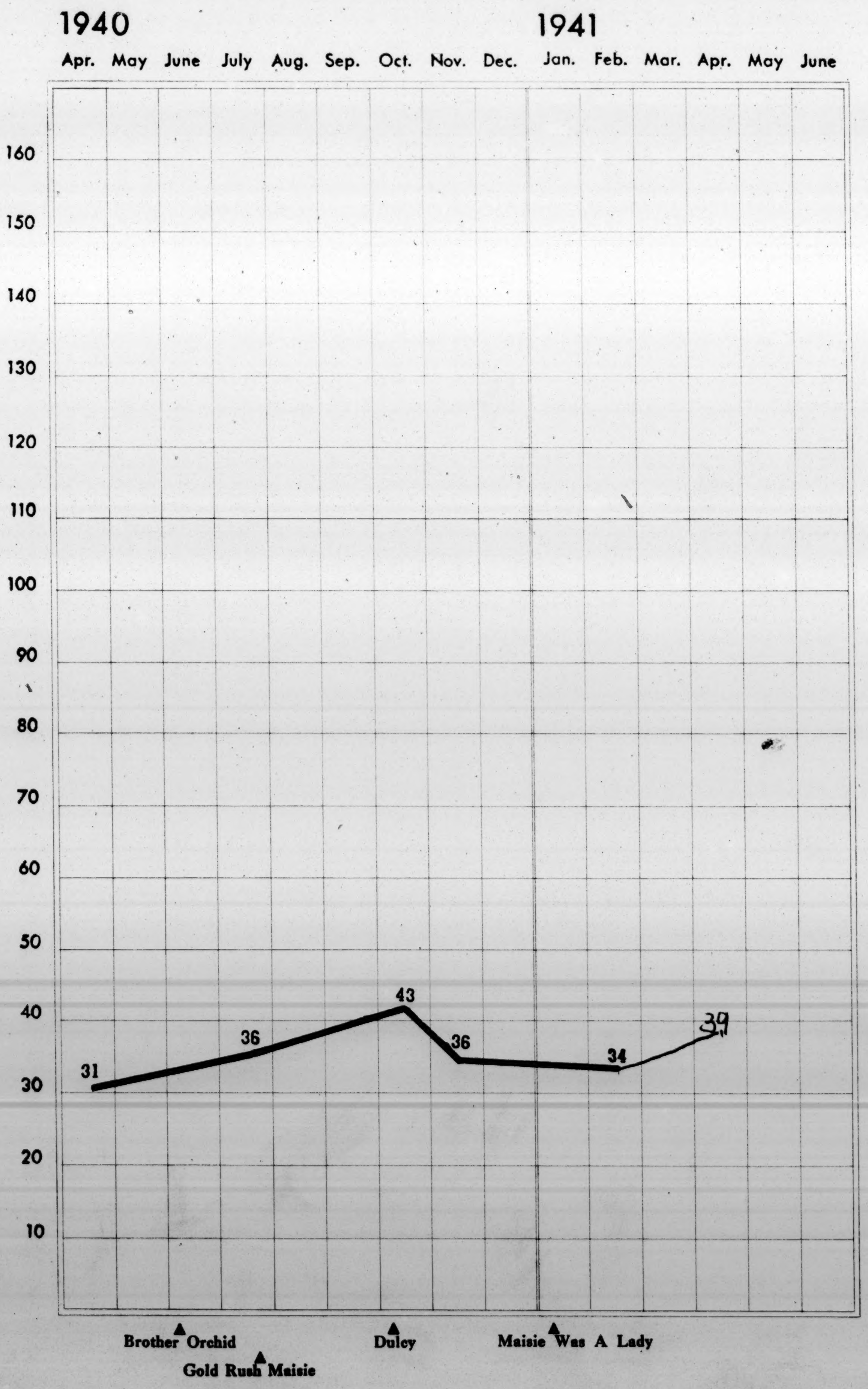
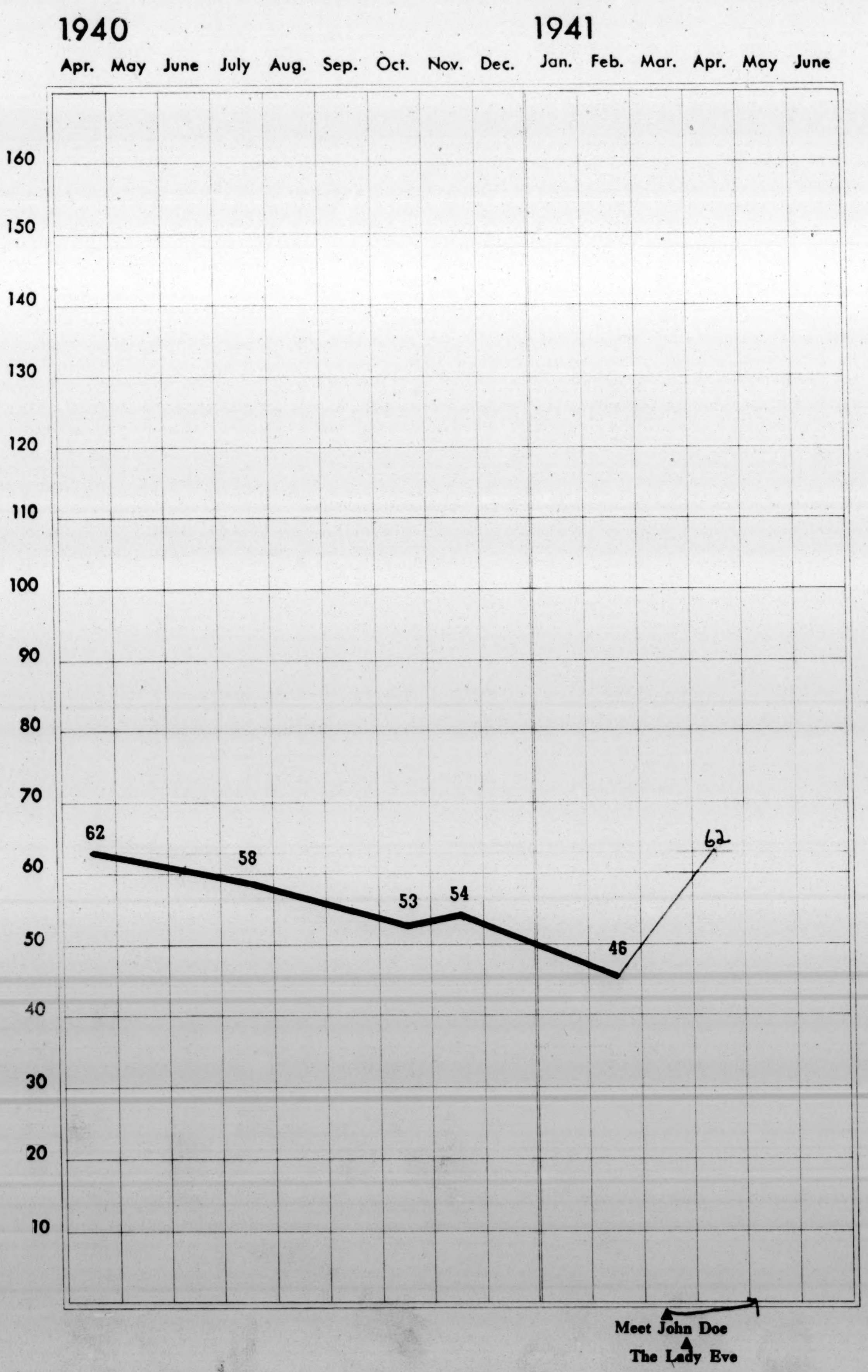


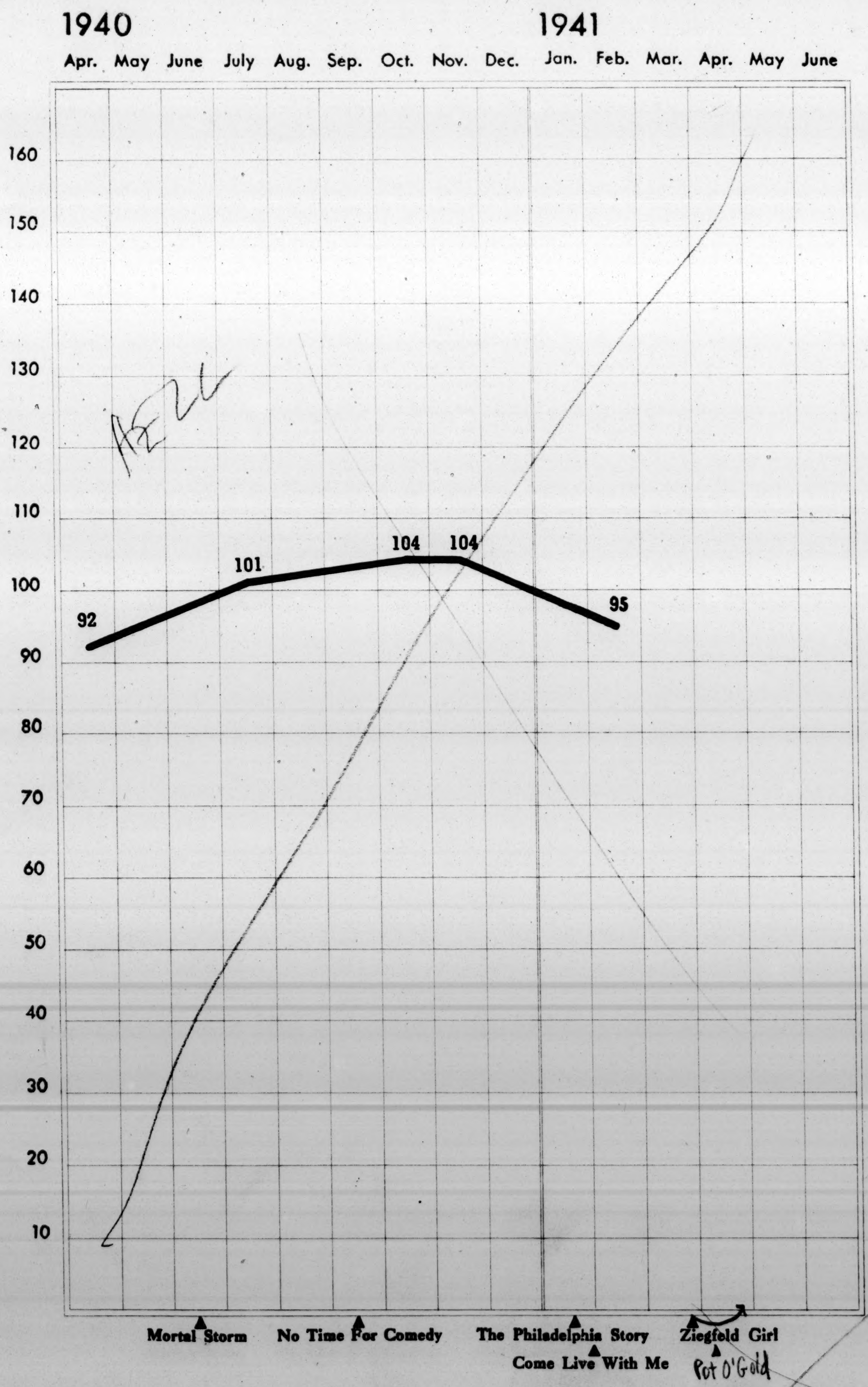
SHIRLEY, Anne (108)



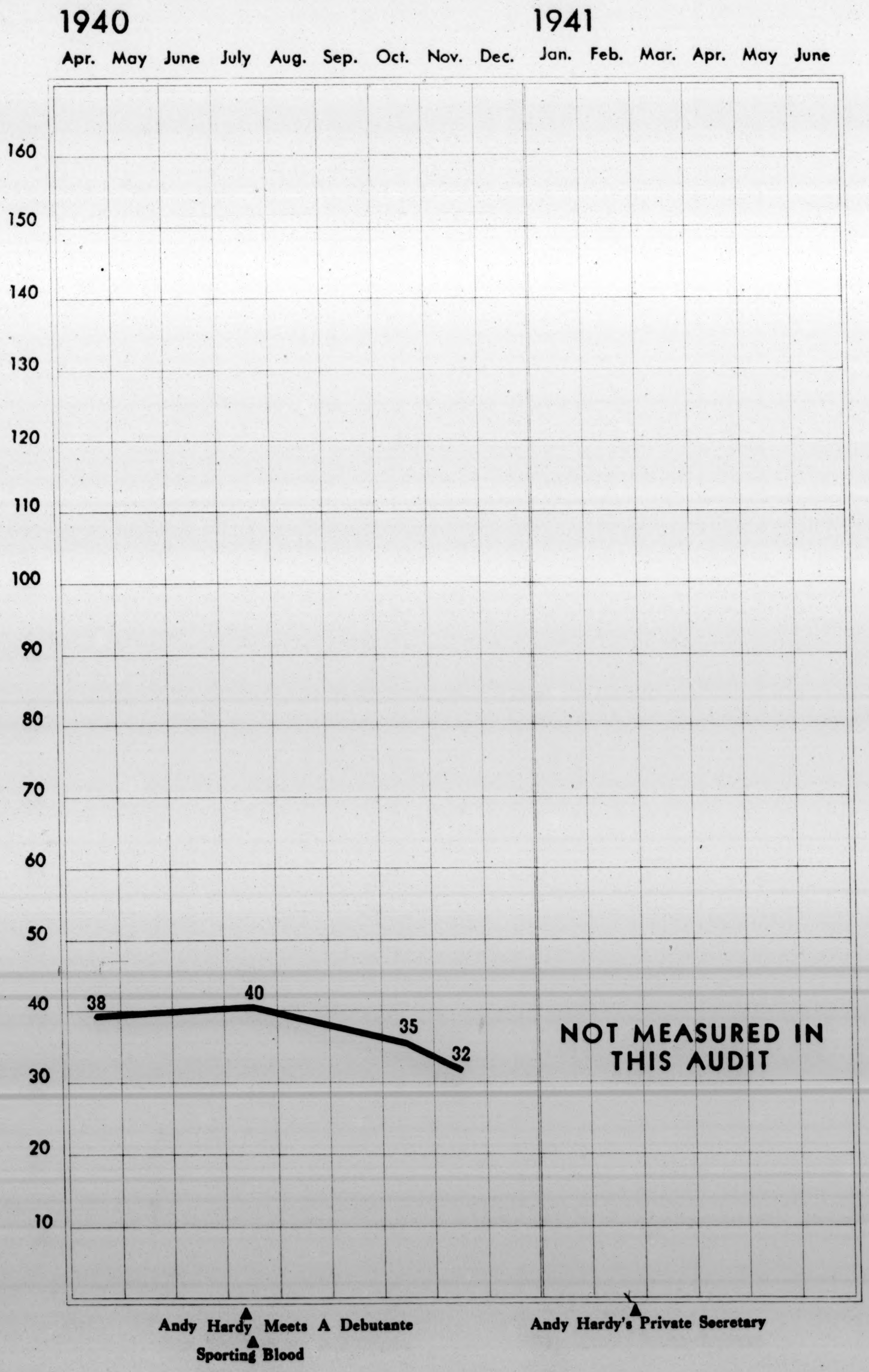
SOTHERN, Ann (60)



STANWYCK, Barbara (32)

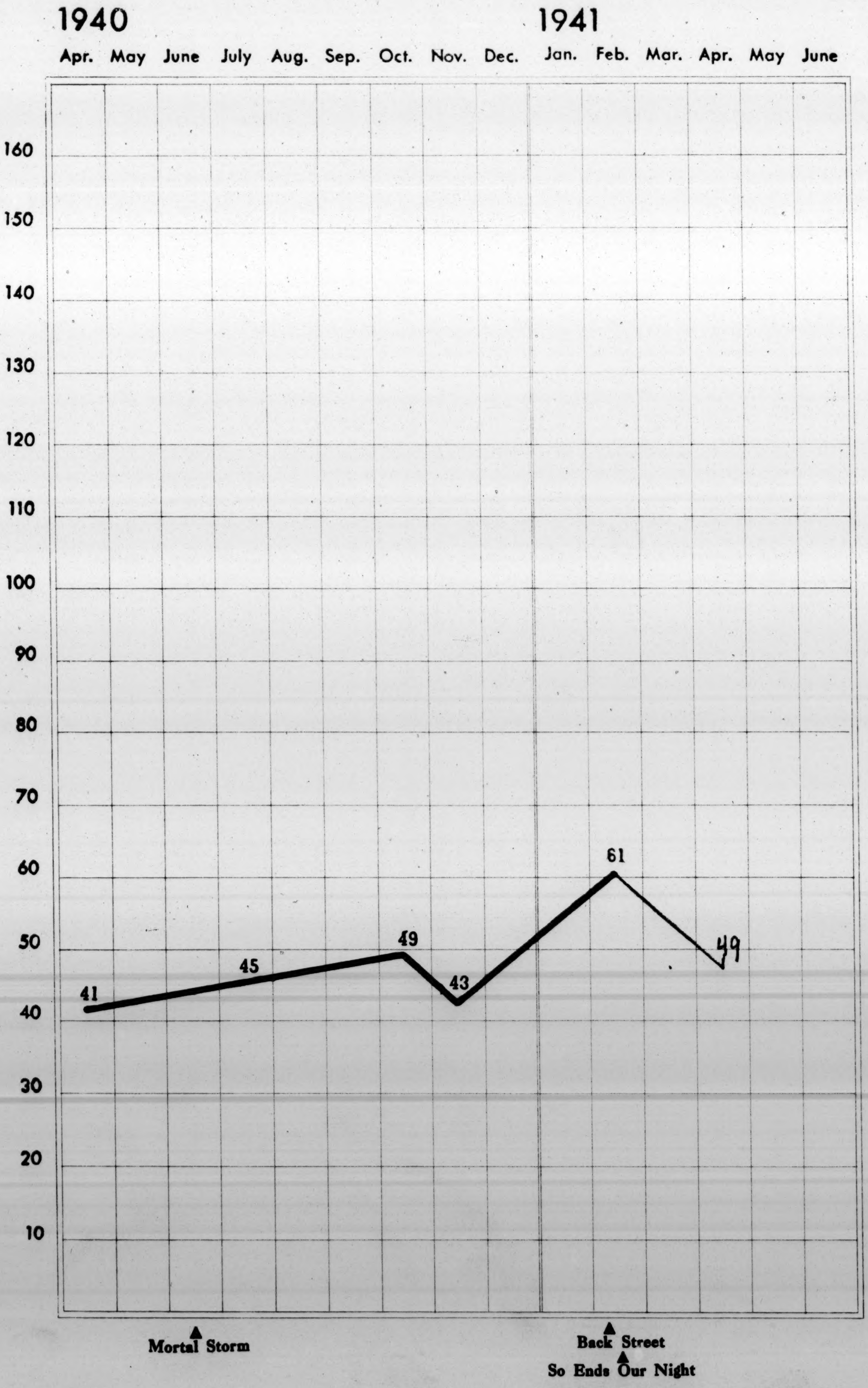


STEWART, James (2)

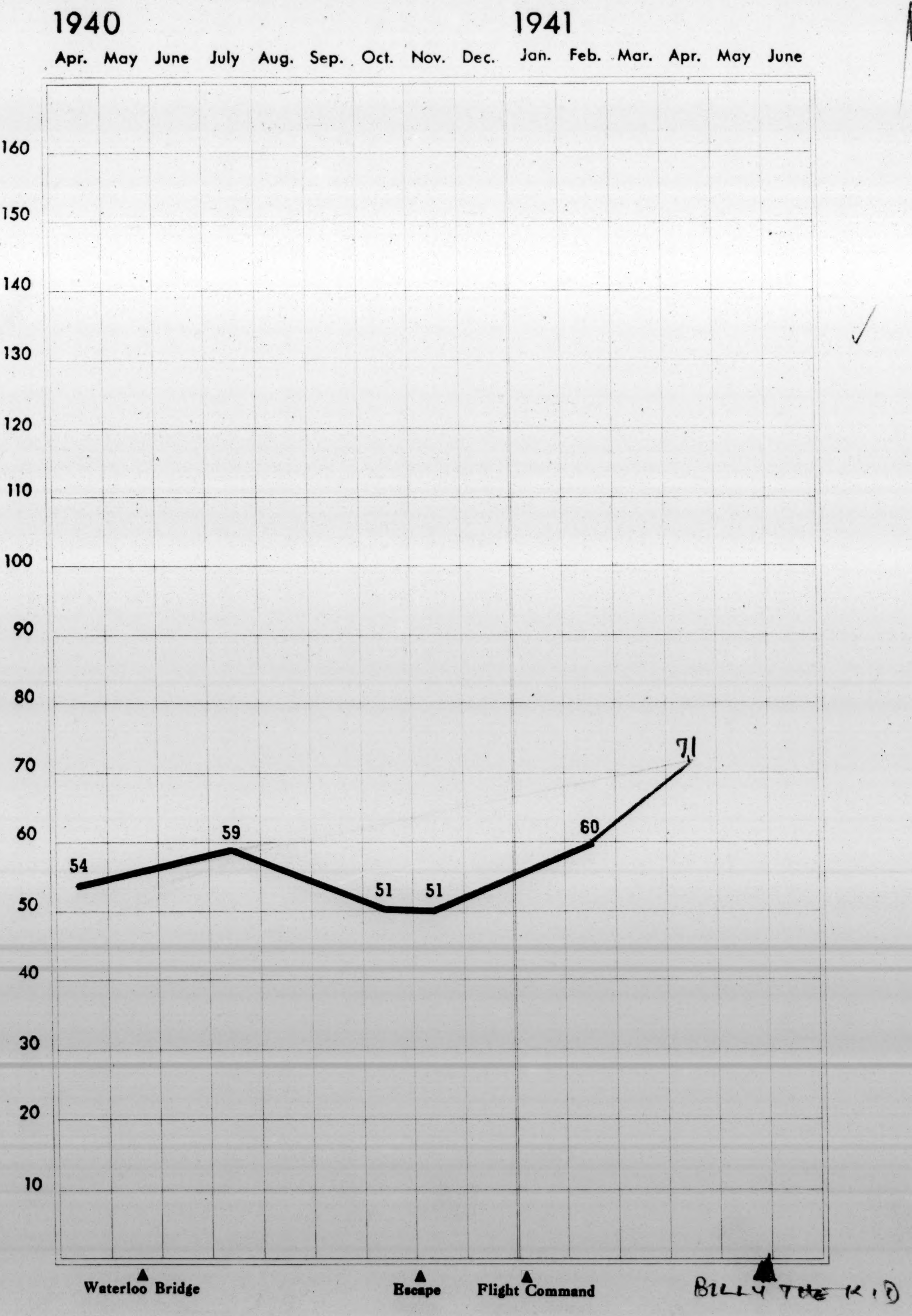


STONE, Lewis

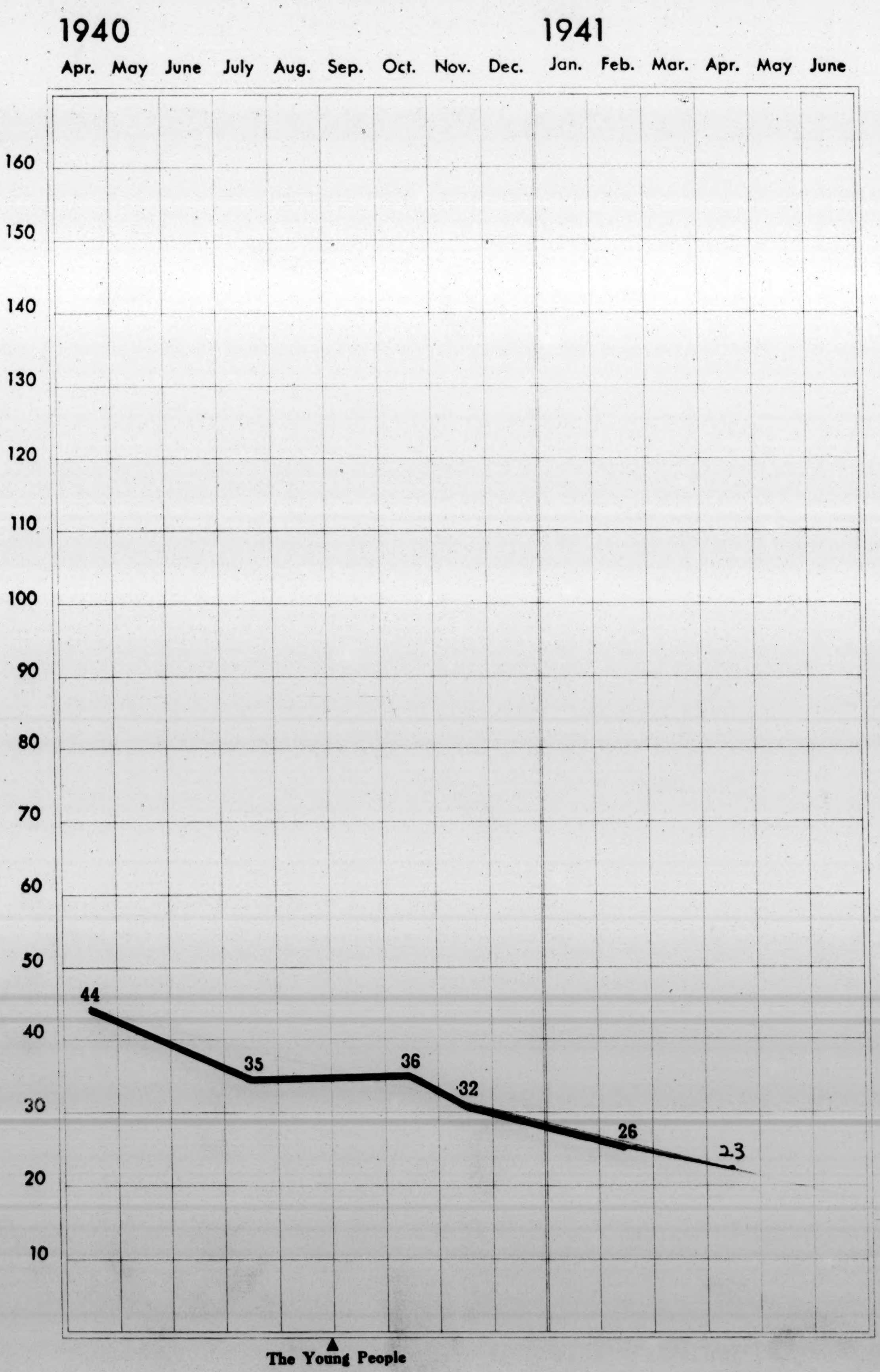
Oct



SULLAVAN, Margaret (54)

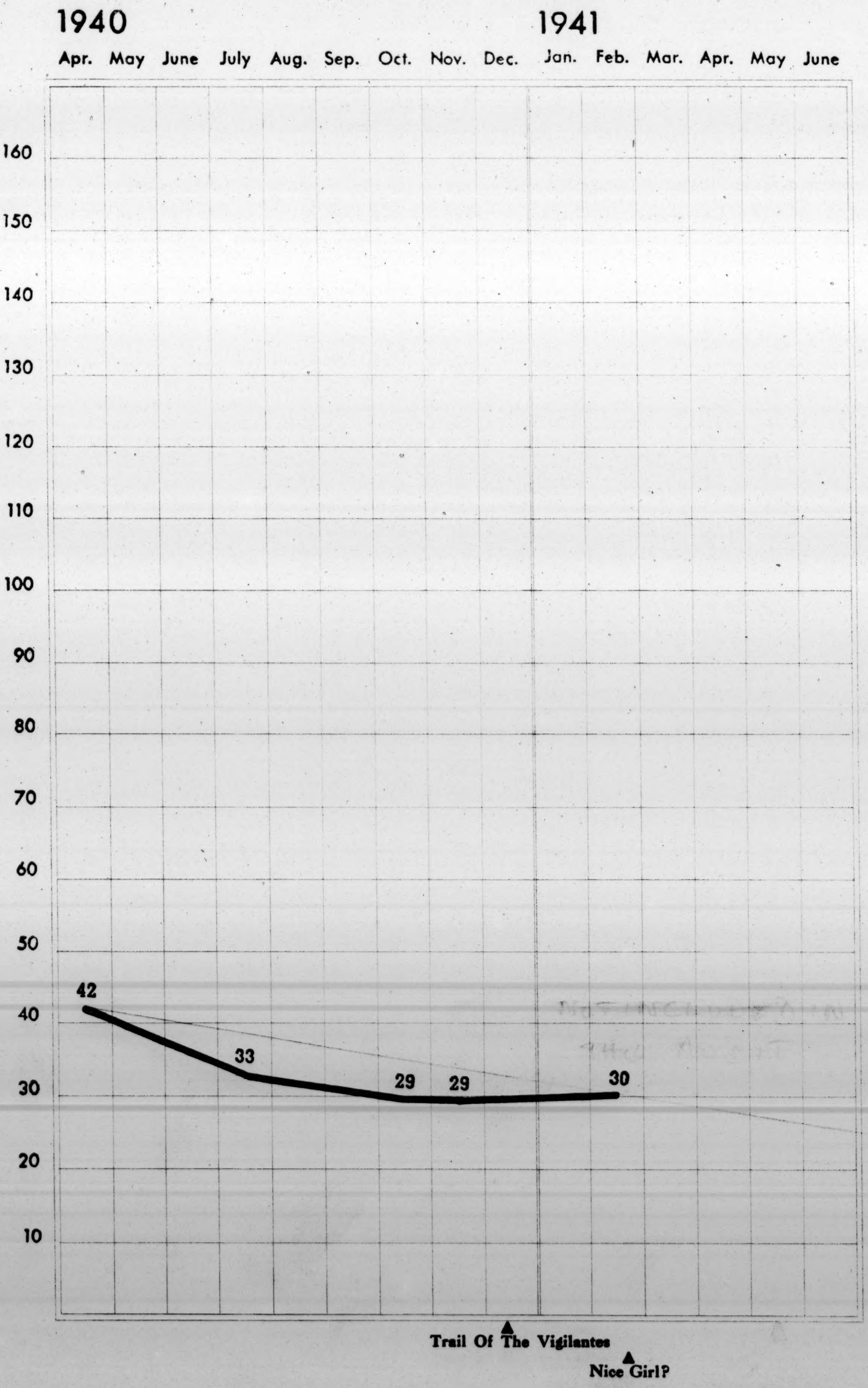


TAYLOR, Robert (21)



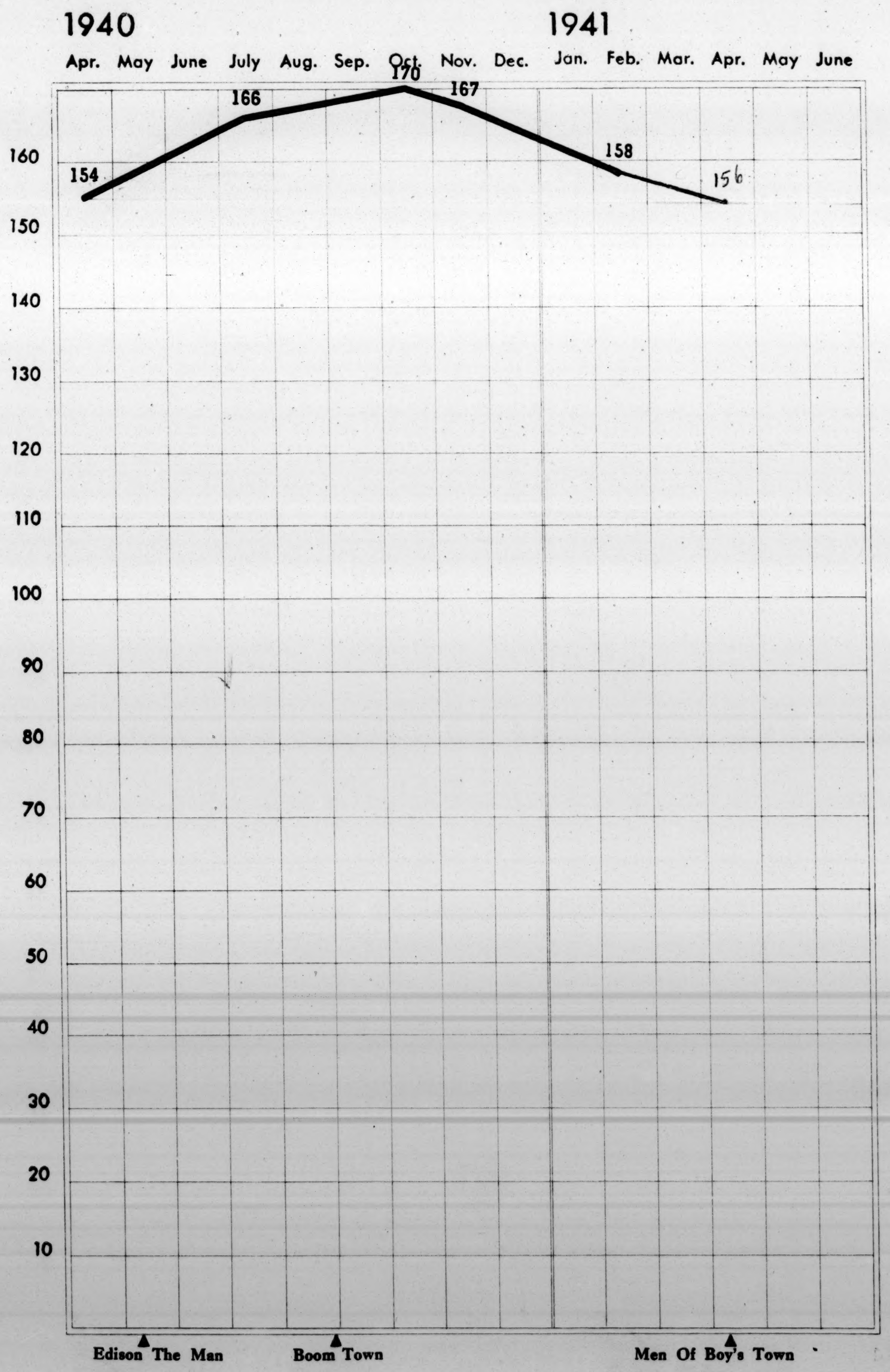
a

TEMPLE, Shirley (89)

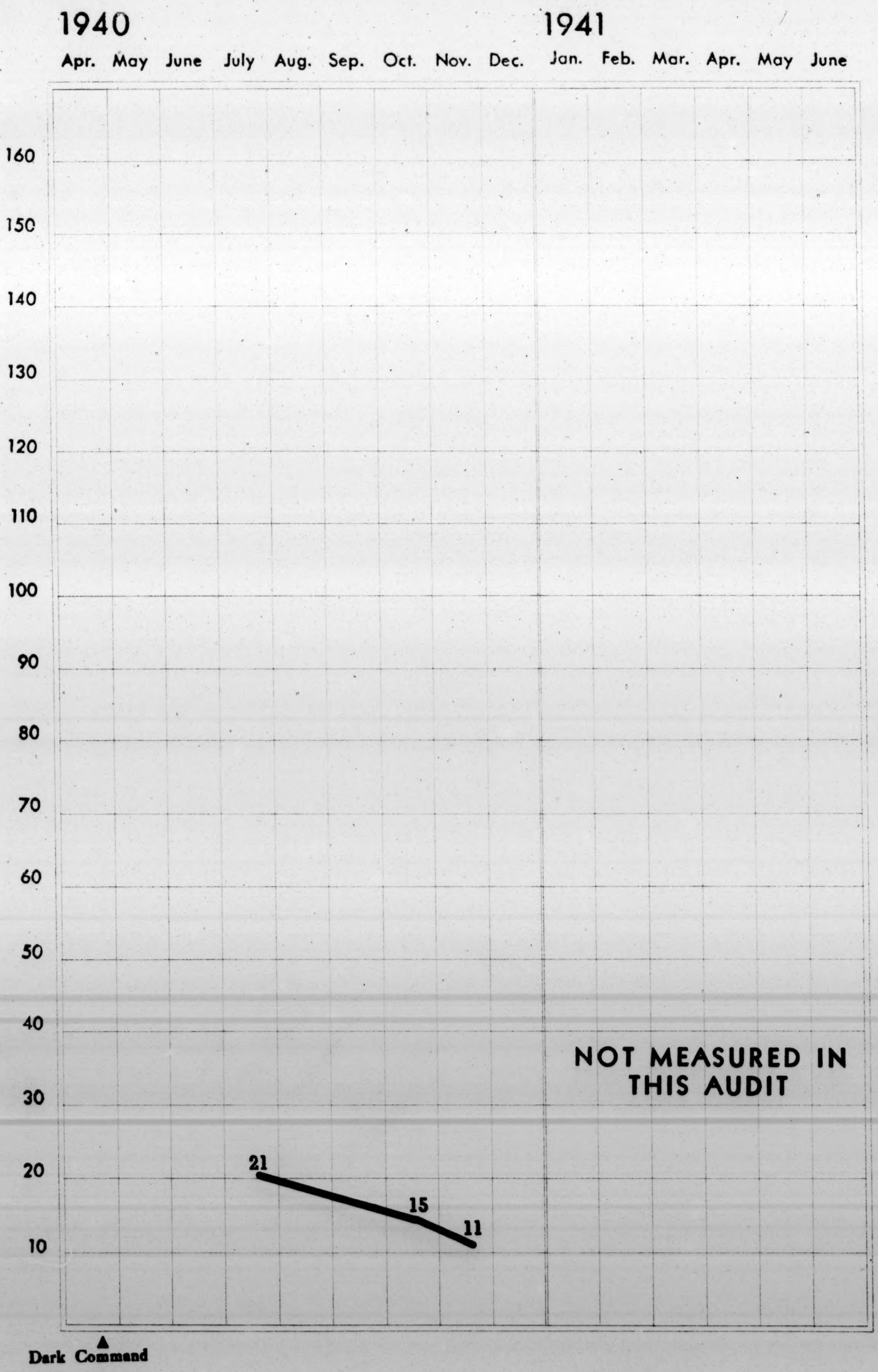


OUT

TONE, Franchot

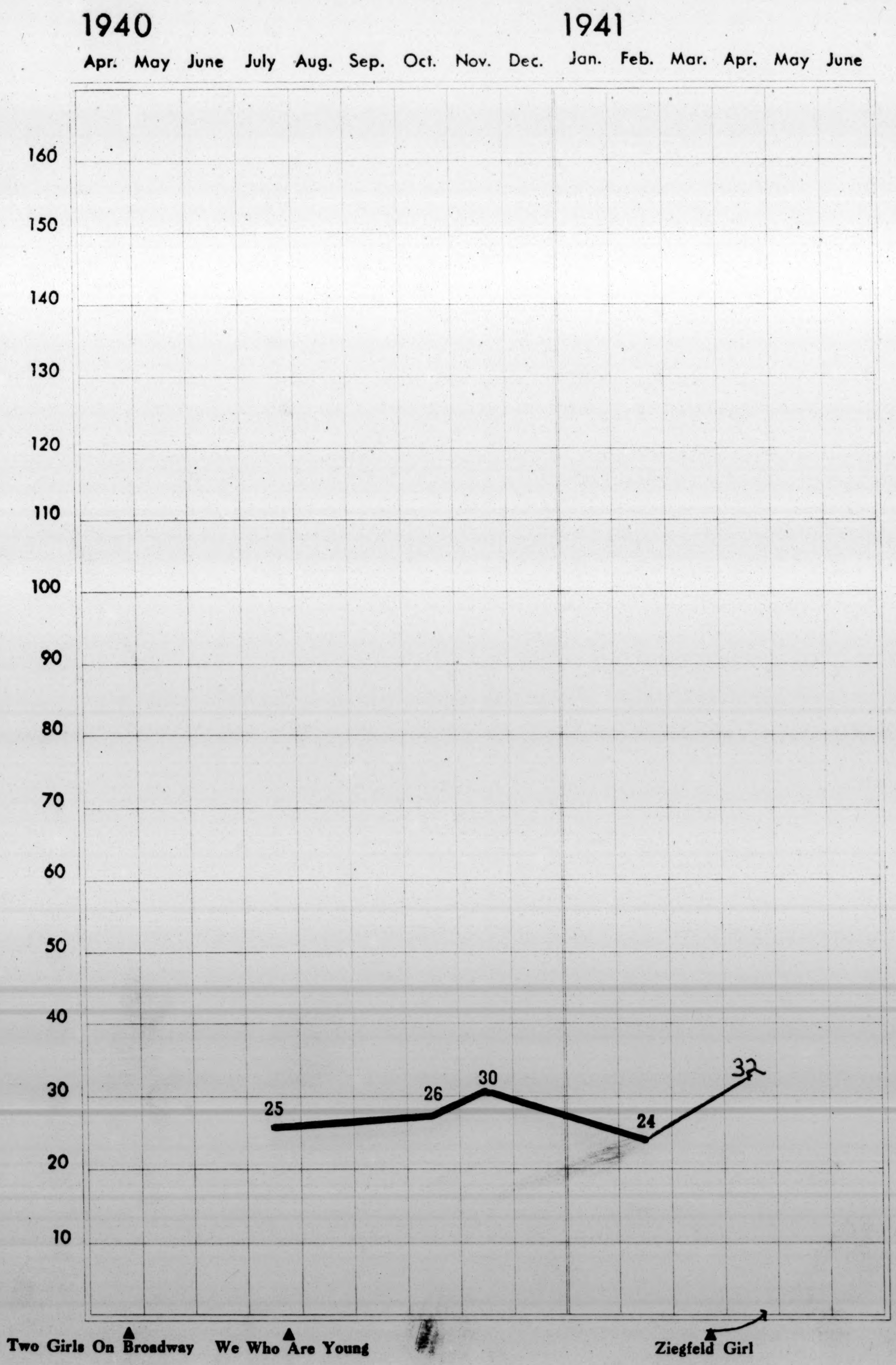


TRACY, Spencer (1)



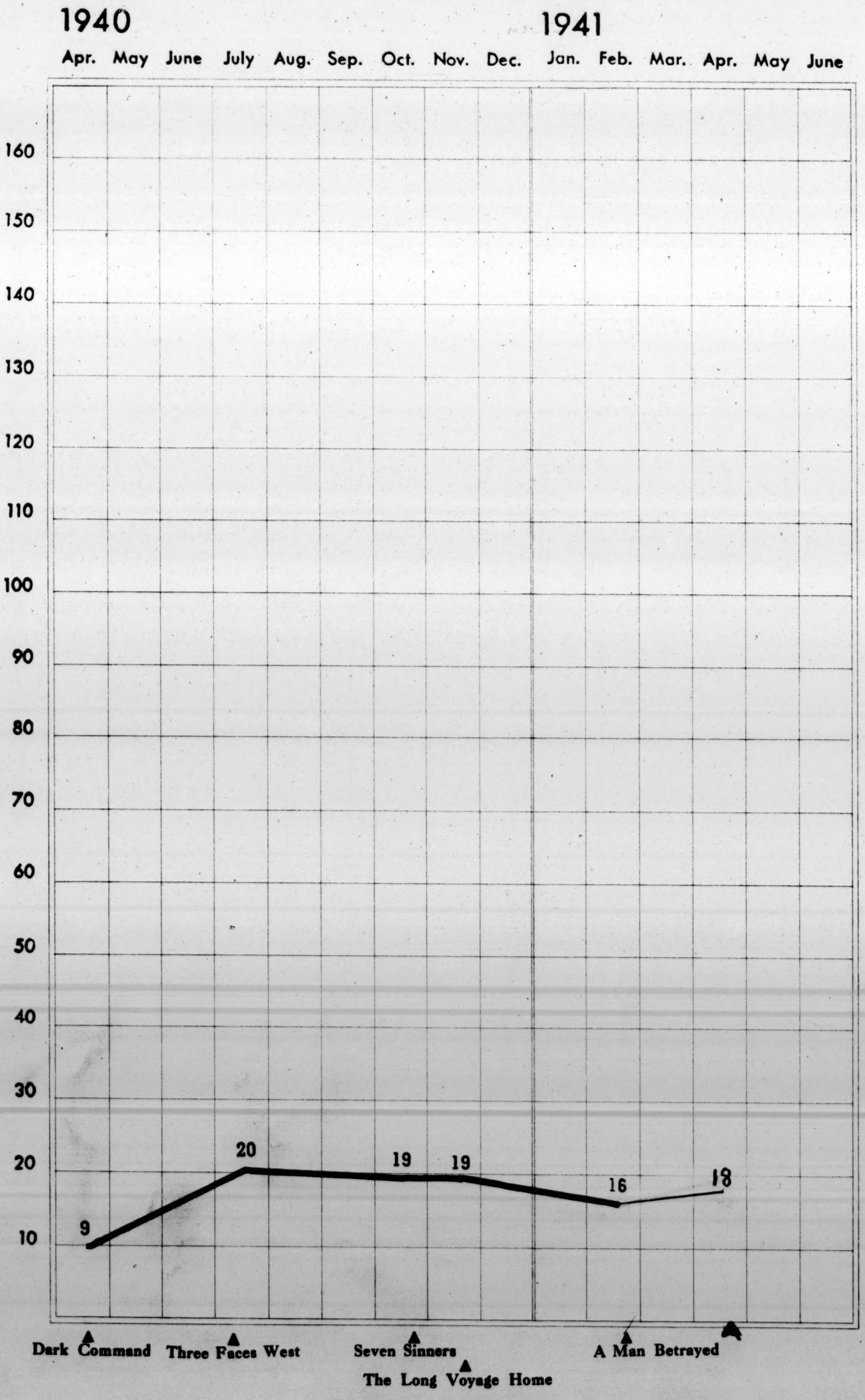
Out

TREVOR, Claire

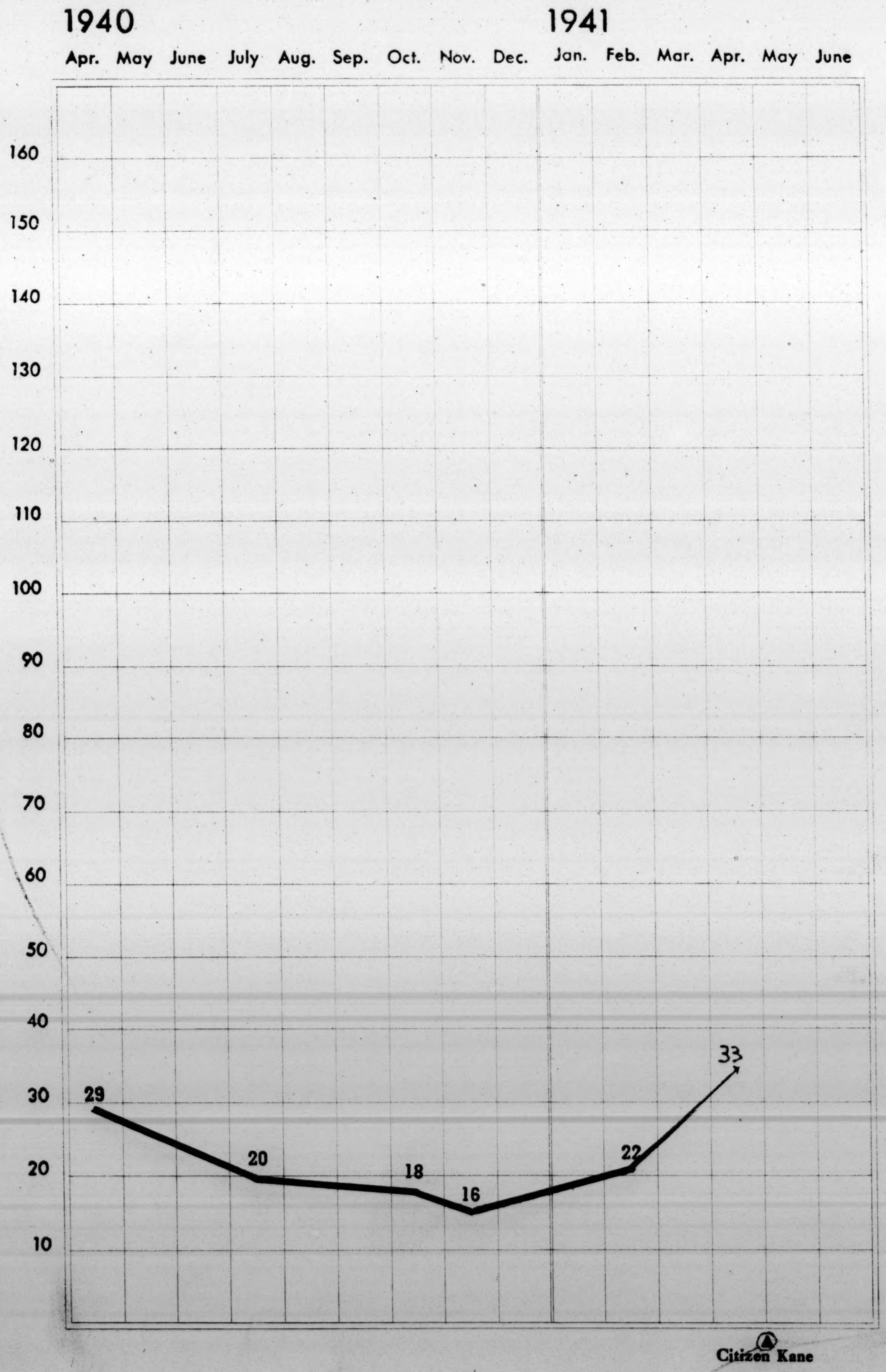


TURNER, Lana (68)

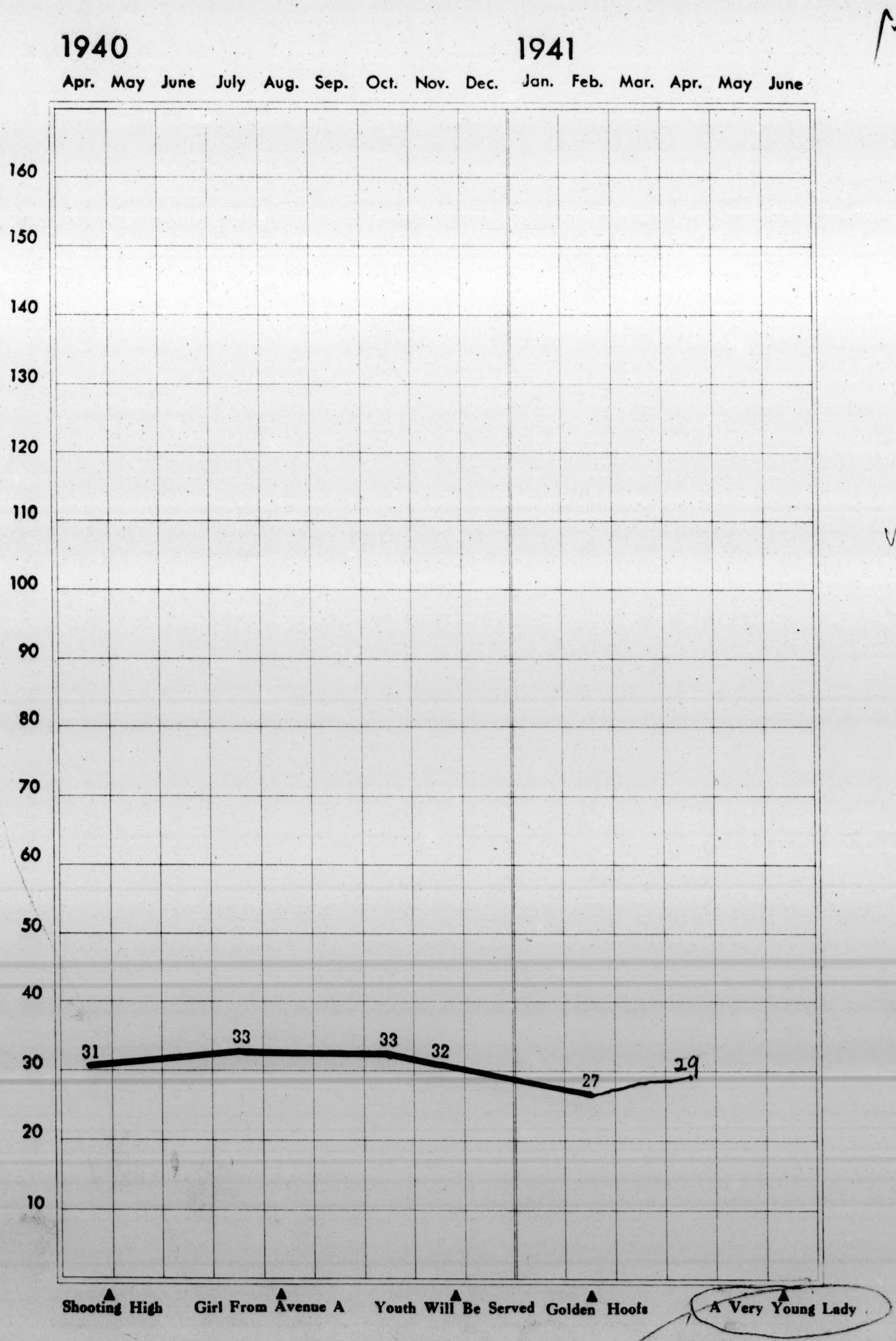
4



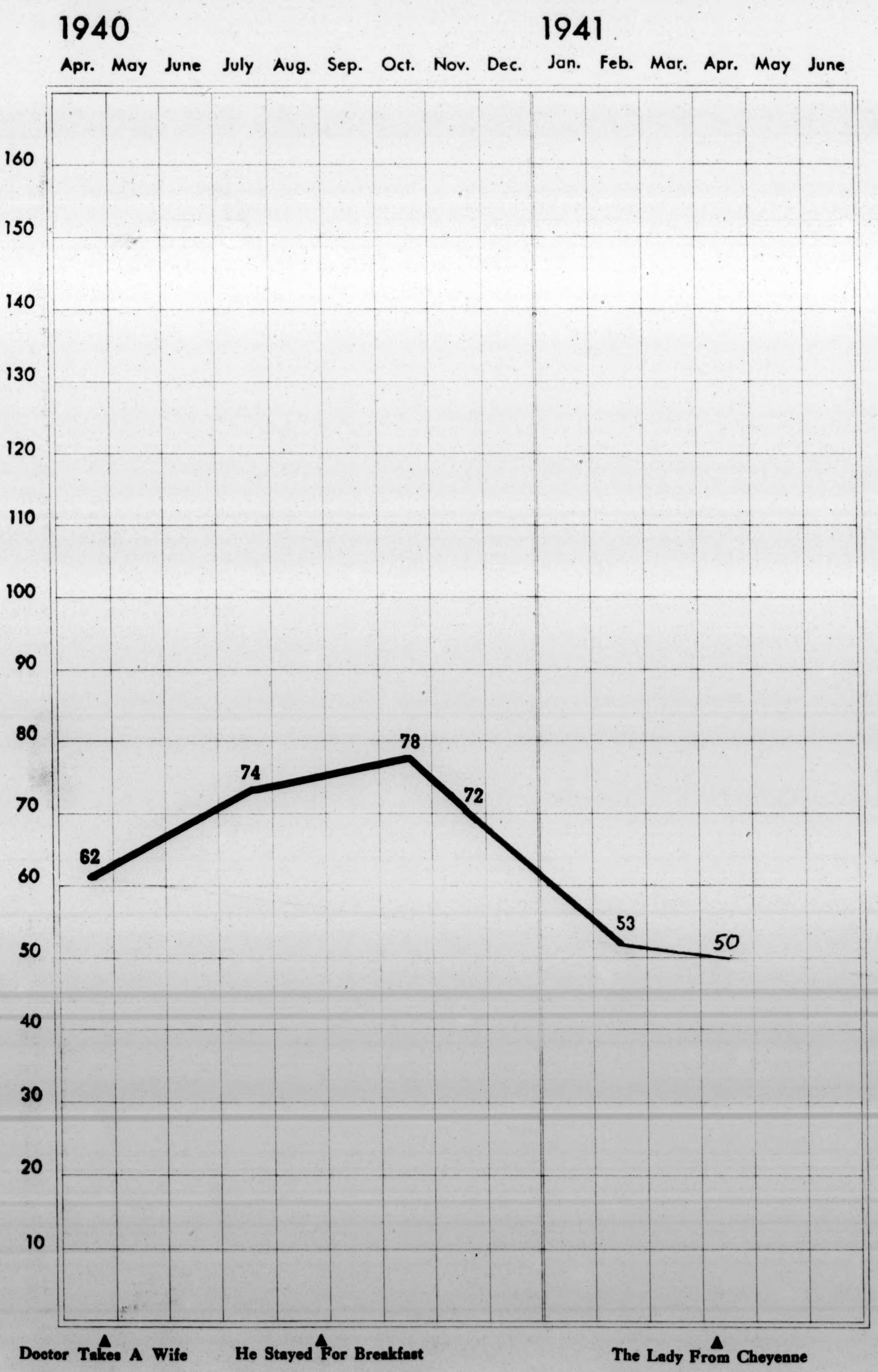
WAYNE, John (104)



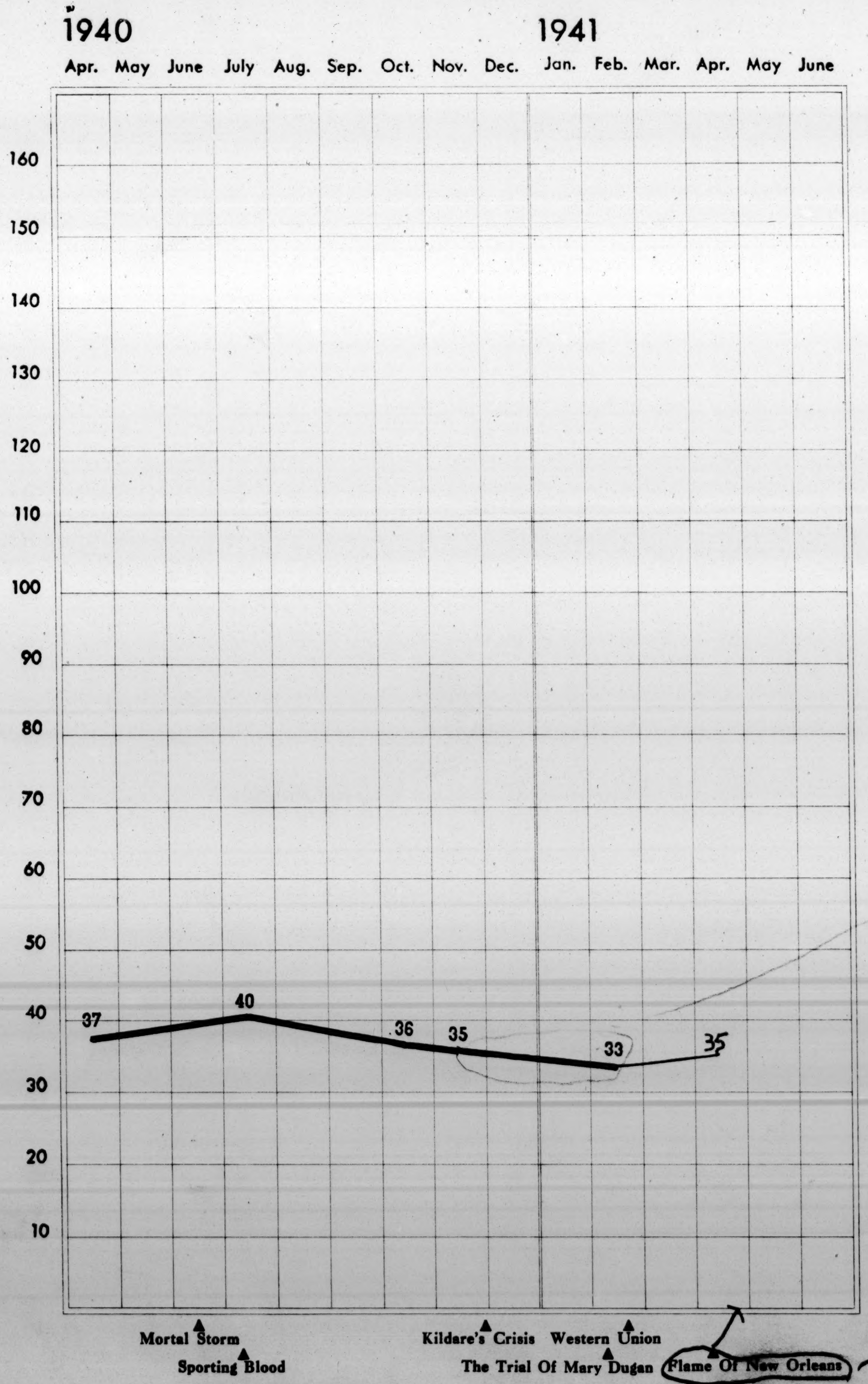
WELLES, Orson (65)



WITHERS, Jane (77)



YOUNG, Loretta (48)



YOUNG, Robert (64)

FIFTH AUDIT OF MARQUEE VALUES

February, 1941

A representative cross-section of all theatre-goers are given a card bearing the names of the players. Our interviewers then say: "I'd like you to look at every name and to imagine that it is on the front of a theatre. Which names would make you want to buy a ticket?"*

The replies for all U. S. theatre-goers are recorded below. They have been translated into an index, the average vote of the first twenty players being assigned the value of 100.

		Index of Marquee Value
1	Tracy, Spencer	158
2	Davis, Bette	142
3	Gable, Clark	131
4	Rooney, Mickey	129
5	Stewart, James	124
6	Cooper, Gary	104
7	Rogers, Ginger	102
8	Flynn, Errol	99
9	Grant, Cary	96
10	Loy, Myrna	95
	Durbin, Deanna	95
12	Garland, Judy	88
13	Muni, Paul	87
14	Crosby, Bing	81
	Boyer, Charles	81
16	Cagney, James	80
	Hepburn, Katharine	80
18	Beery, Wallace	79
19	Colman, Ronald	75
20	Power, Tyrone	73
	Russell, Rosalind	73
22	O'Brien, Pat	72
23	Colbert, Claudette	71
	Leigh, Vivien	71
	Barrymore, Lionel	71
	Shearer, Norma	71
27	Powell, William	70
28	MacDonald, Jeanette	69
29	Faye, Alice	67
30	Hope, Bob	66

***Seventeen experimental audits were conducted over a period of four years before we arrived at this form of the question. Volumes could be written about the misleading results obtained by the more obvious procedures.**

		Index of Marquee Value
	Dunne, Irene	66
	Douglas, Melvyn	66
33	Robinson, Edward G.	63
	Laughton, Charles	63
35	Sullavan, Margaret	61
36	Eddy, Nelson	60
	Sheridan, Ann	60
	Arthur, Jean	60
	Taylor, Robert	60
40	Ameche, Don	59
	Lombard, Carole	59
	Lamarr, Hedy	59
43	Olivier, Laurence	57
	De Havilland, Olivia	57
45	March, Fredric	56
46	Garfield, John	54
47	Young, Loretta	53
	Fonda, Henry	53
49	Bogart, Humphrey	51
50	Lamour, Dorothy	50
	Raft, George	50
52	Kyser, Kay	49
53	MacMurray, Fred	48
	Montgomery, Robert	48
55	Benny, Jack	47
56	Lane, Priscilla	46
	Henie, Sonja	46
	Stanwyck, Barbara	46
59	Carroll, Madeleine	45
	Chaplin, Charlie	45
61	Astaire, Fred	44
	Brent, George	44
63	Goddard, Paulette	39
64	Garbo, Greta	37
65	Marshall, Herbert	36
66	Crawford, Joan	35
	Rathbone, Basil	35
68	Burns, Bob	34
	Sothern, Ann	34
70	Young, Robert	33
	Grable, Betty	33
72	Fairbanks, Douglas Jr.	32
73	Cooper, Jackie	31
	McLaglen, Victor	31
75	Blondell, Joan	30
	Milland, Ray	30

		Index of Marquee Value
	Tone, Franchot	30
	McCrea, Joel	30
79	Powell, Dick	29
	Mitchell, Thomas	29
81	Powell, Eleanor	28
	Bennett, Joan	28
	Arnold, Edward	28
	Ayres, Lew	28
85	Withers, Jane	27
	Scott, Randolph	27
87	Temple, Shirley	26
88	Fontaine, Joan	25
89	Turner, Lana	24
	Garson, Greer	24
91	Aherne, Brian	23
	Darnell, Linda	23
	Lynn, Jeffrey	23
	Baxter, Warner	23
	Lupino, Ida	23
96	Welles, Orson	22
	Sanders, George	22
98	Jean, Gloria	20
99	Morris Wayne	19
	Oberon, Merle	19
	Morgan, Dennis	19
	Payne, John	19
103	Dietrich, Marlene	18
104	Scott, Martha	17
105	Wayne, John	16
	Murphy, George	16
107	Neagle, Anna	15
	Bruce, Virginia	15
109	O'Hara, Maureen	14
	Day, Laraine	14
	Preston, Robert	14
112	Shirley, Anne	12
113	Ball, Lucille	8
114	Craig, James	3

Princeton, February, 1941.